

3. Codebook

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

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

POSITION IN THE COMPANY

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

INDUSTRIAL SECTOR

(Code 1)
Agriculture and forestry, fishing and aquaculture
(Field 2041)
Mining, energy, water supply, recycling
(Field 2042, 2043, 2044, 2074, 2075, 2076)
Manufacture of leather, textiles, food, drinks, tobacco
(Field 2045, 2046, 2047, 2048)
Manufacture of timber, paper, printing industry,
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 - 498, code 1)

TOTAL OR PARTIAL FIELD MANAGEMENT ACCORD. TO FIELD

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

SEX/ AGE/ SCHOOL EDUCATION

(Field 240, 241 - 242, 251)

VOCATIONAL TRAINING

(Field 252 - 260)

FIELD OF EDUCATION

(Field 264 - 283)

PERSONAL ANNUAL GROSS INCOME

(Field 285)

FEDERAL STATE/ NIELSEN AREA

(Field 227 - 228, 229)

TOWN SIZE (BIK)

(Field 231)

BANNER

The 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	1'347	1'391	17.7	556
3081	1	6 to 9 employees	280	524	6.7	210
3082	1	10 to 49 employees	777	709	9.0	283
3083	1	50 employees or more	290	158	2.0	63
Independent professionals						
3084	1	Total	997	1'119	14.3	447
3085	1	Legal/ business consulting	330	294	3.7	117
3086	1	Architectural and engineering offices/ other services	223	232	3.0	93
3087	1	Healthcare	413	536	6.8	214
3088	1	Culture, sports, entertainment	35	61	0.8	24
Employees						
3089	1	Total	4'823	4'737	60.4	1'893
3090	1	Up to 99 employees	1'469	1'599	20.4	639
3091	1	100 to 999 employees	1'790	1'699	21.7	679
3092	1	1000 employees or more	1'564	1'439	18.4	575
3093	1	Member of the board of directors/ managing director/ director/ head official/ production manager/ works manager	1'377	1'572	20.0	628
3094	1	Head of department/ authorised representative	1'702	1'749	22.3	699
3095	1	Functional department executive/ executive employee in an other function	1'744	1'416	18.1	566
Civil servants						
3096	1	Total	673	593	7.6	237
Industrial sector						
3097	1	Agriculture and forestry, fishing and aquaculture	79	62	0.8	25
3098	1	Mining, energy, water supply, recycling	237	177	2.3	71
3099	1	Manufacture of leather, textiles, food, drinks, tobacco	191	161	2.1	64
3100	1	Manufacture of timber, paper, printing industry, manufacture of furniture	136	128	1.6	51
3101	1	Chemical industries incl. manufacture of non-metallic mineral products and coke oven products	414	321	4.1	128
3102	1	Manufacture of basic metals and of machinery and equipment, repair and installation of machinery	834	686	8.8	274
3103	1	Manufacture of computer, electronic and optical products, manufacture of electrical equipment	353	277	3.5	111
3104	1	Manufacture of motor vehicles, other transport equipment	343	367	4.7	147
3105	1	Construction	506	435	5.6	174
3106	1	Trade; repair of motor vehicles and motorcycles	885	795	10.1	318
3107	1	Transportation and storage	248	270	3.4	108
3108	1	Information and communication	654	598	7.6	239
3109	1	Financial service activities, insurance service activities	389	349	4.5	140
3110	1	Professional, scientific and technical activities	932	1'060	13.5	424
3111	1	Other administrative and support service activities	458	512	6.5	205
3112	1	Human health and social work activities	914	1'037	13.2	415
3113	1	Other	1'258	1'596	20.4	638

Field(s) Code			Cases un-weighted	Decision-maker Cases % weighted	Proj. thou.	
		Management function				
3114	1	Employees	4'823	4'737	60.4	1'893
		Company management accord. to field				
3115	1	Business and company management	1'000	1'044	13.3	417
3116	1	Commercial management	744	775	9.9	310
3117	1	Technical management	449	469	6.0	187
3118	1	HR human ressources, development, education	697	749	9.6	299
3119	1	Financing, accounting, statistics	602	620	7.9	248
3120	1	Law, Compliance, Ethics	304	309	3.9	123
3121	1	Data processing, IT	498	517	6.6	207
3122	1	Sales, distribution	618	606	7.7	242
3123	1	Marketing, customer care (CRM), advertising, market research	619	649	8.3	259
3124	1	Public relation	567	587	7.5	235
3125	1	Category management	100	102	1.3	41
3126	1	Purchasing, acquisition	446	490	6.3	196
3127	1	Logistics: materials management, warehousing, transportation, packaging	323	328	4.2	131
3128	1	Job preparation, process engineering, control, work organization	543	577	7.4	231
3129	1	Manufacturing, production, installation	322	313	4.0	125
3130	1	Maintenance and repair, preparation of manufacturing resources	304	303	3.9	121
3131	1	Development, construction, research, design, prototyping	300	297	3.8	119
3132	1	Other department	211	205	2.6	82
		Total or partial field management accord. to field				
3133	1	Business and company management	1'836	1'920	24.5	767
3134	1	Commercial management	1'522	1'598	20.4	638
3135	1	Technical management	1'013	1'035	13.2	414
3136	1	HR human ressources, development, education	1'817	1'884	24.0	753
3137	1	Financing, accounting, statistics	1'406	1'396	17.8	558
3138	1	Law, Compliance, Ethics	663	658	8.4	263
3139	1	Data processing, IT	1'228	1'251	16.0	500
3140	1	Sales, distribution	1'423	1'412	18.0	564
3141	1	Marketing, customer care (CRM), advertising, market research	1'490	1'536	19.6	614
3142	1	Public relation	1'160	1'207	15.4	482
3143	1	Category management	298	309	3.9	123
3144	1	Purchasing, acquisition	1'266	1'305	16.6	522
3145	1	Logistics: materials management, warehousing, transportation, packaging	1'022	984	12.5	393
3146	1	Job preparation, process engineering, control, work organization	1'544	1'537	19.6	614
3147	1	Manufacturing, production, installation	833	772	9.8	309
3148	1	Maintenance and repair, preparation of manufacturing resources	860	851	10.9	340
3149	1	Development, construction, research, design, prototyping	969	930	11.9	372
3150	1	Other department	450	423	5.4	169

Field(s) Code			Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Demography						
Sex						
3151	1	Men	6'177	6'008	76.6	2'401
3152	1	Women	1'663	1'832	23.4	732
Age groups						
3153	1	Up to 29 years	82	281	3.6	112
3154	1	30 to 39 years	973	1'499	19.1	599
3155	1	40 to 49 years	2'504	2'093	26.7	837
3156	1	50 to 59 years	2'886	2'711	34.6	1'083
3157	1	60 years or older	1'395	1'256	16.0	502
School education						
3158	1	Elementary school	124	132	1.7	53
3159	1	Secondary school without A-Levels	1'333	1'440	18.4	576
3160	1	Secondary school with A-Levels	6'383	6'267	79.9	2'505
Vocational training						
3162	1	Completed apprenticeship	2'989	3'302	42.1	1'320
3163	1	Master craftsman diploma	826	976	12.4	390
3164	1	Technical college	1'182	1'328	16.9	531
3165	1	Engineering college	354	366	4.7	146
3166	1	Polytechnic institute	18	22	0.3	9
3167	1	University for applied science	1'660	1'428	18.2	570
3168	1	University/ academic degree	4'039	3'590	45.8	1'434
3169	1	Doctorate/ thesis	790	696	8.9	278
3170	1	Others	161	237	3.0	95
Field of education						
3171	1	Natural sciences/ medicine/ pharmacy	1'272	1'284	16.4	513
3172	1	Architecture/ mechanical engineering	418	364	4.6	145
3173	1	Informatics	659	617	7.9	246
3174	1	Technical sciences/ engineering	1'124	984	12.6	393
3175	1	Economic engineering	248	223	2.8	89
3176	1	Economics/ Jurisprudence	2'075	1'773	22.6	708
3177	1	Humanities	1'065	1'057	13.5	423
3178	1	Commercial training	1'855	1'955	24.9	781
3179	1	Skilled trade	915	997	12.7	398
3180	1	Others	1'442	1'593	20.3	637
Personal annual gross income						
3181	1	Up to € 40,000	12	19	0.2	8
3182	1	€ 40,000 up to € 60,000	270	398	5.1	159
3183	1	€ 60,000 up to € 80,000	1'061	1'237	15.8	494
3184	1	€ 80,000 up to € 100,000	2'808	2'910	37.1	1'163
3185	1	€ 100,000 up to € 150,000	2'263	2'228	28.4	890
3186	1	€ 150,000 or more	1'426	1'048	13.4	419

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
		Federal state/ Nielsen area				
3187	1	Schleswig-Holstein	181	239	3.0	95
3188	1	Hamburg	248	185	2.4	74
3189	1	Lower Saxony	606	677	8.6	270
3190	1	Bremen	80	78	1.0	31
3191	1	Nielsen I	1'115	1'179	15.0	471
3192	1	Nielsen II/North Rhine-Westphalia	1'556	1'679	21.4	671
3193	1	Hesse	716	673	8.6	269
3194	1	Rhineland-Palatinate	345	303	3.9	121
3195	1	Saar	125	132	1.7	53
3196	1	Nielsen IIIa	1'186	1'109	14.1	443
3197	1	Nielsen IIIb/ Baden-Wuerttemberg	1'236	1'268	16.2	507
3198	1	Nielsen IV/ Bavaria	1'442	1'506	19.2	602
3199	1	Nielsen V/ Berlin	535	413	5.3	165
3200	1	Brandenburg	181	162	2.1	65
3201	1	Mecklenburg-Western Pomerania	85	88	1.1	35
3202	1	Saxony-Anhalt	127	107	1.4	43
3203	1	Nielsen VI	393	357	4.5	143
3204	1	Saxony	240	230	2.9	92
3205	1	Thuringia	137	99	1.3	40
3206	1	Nielsen VII	377	329	4.2	131
		Town size, BIK				
3207	1	Up to 5,000 inhabitants	159	181	2.3	72
3208	1	5,000 to 20,000 inhabitants	484	511	6.5	204
3209	1	20,000 to 100,000 inhabitants	1'395	1'496	19.1	598
3210	1	100,000 to 500,000 inhabitants	2'069	2'171	27.7	868
3211	1	500,000 inhabitants or more	3'733	3'481	44.4	1'391

Field(s) Code			Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Banner						
Occupational groups						
Self-employed						
3001	1	Total	1'347	1'391	17.7	556
3002	1	6 to 9 employees	280	524	6.7	210
3003	1	10 to 49 employees	777	709	9.0	283
3004	1	50 employees or more	290	158	2.0	63
Independent professionals						
3005	1	Total	997	1'119	14.3	447
Employees						
3006	1	Total	4'823	4'737	60.4	1'893
3007	1	Up to 99 employees	1'469	1'599	20.4	639
3008	1	100 to 999 employees	1'790	1'699	21.7	679
3009	1	1,000 employees or more	1'564	1'439	18.4	575
3010	1	Member of the board of directors/ managing director/ director	1'377	1'572	20.0	628
3011	1	Head of department/ authorised representative	1'702	1'749	22.3	699
3012	1	Functional department executive/ executive employee in an other function	1'744	1'416	18.1	566
Civil servants						
3013	1	Total	673	593	7.6	237
Grouped industrial sectors						
3021	1	Agriculture and forestry, fishing and aquaculture	79	62	0.8	25
3022	1	Mining, energy, water supply, recycling	237	177	2.3	71
3023	1	Manufacture of leather, textiles, food, drinks, tobacco	191	161	2.1	64
3024	1	Manufacture of timber, paper, printing industry, manufacture of furniture	136	128	1.6	51
3025	1	Chemical industries incl. manufacture of non-metallic mineral products and coke oven products	414	321	4.1	128
3026	1	Manufacture of basic metals and of machinery and equipment, repair and installation of machinery	834	686	8.8	274
3027	1	Manufacture of computer, electronic and optical products, manufacture of electrical equipment	353	277	3.5	111
3028	1	Manufacture of motor vehicles, other transport equipment	343	367	4.7	147
3029	1	Construction	506	435	5.6	174
3030	1	Trade; repair of motor vehicles and motorcycles	885	795	10.1	318
3031	1	Transportation and storage	248	270	3.4	108
3032	1	Information and communication	654	598	7.6	239
3033	1	Financial service activities, insurance service activities	389	349	4.5	140
3034	1	Professional, scientific and technical activities	932	1'060	13.5	424
3035	1	Other administrative and support service activities	458	512	6.5	205
3036	1	Human health and social work activities	914	1'037	13.2	415
3037	1	Other	1'258	1'596	20.4	638

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
Decision-making						
Sole/ jointly responsible/ delegation						
3041	1	Company and business management	5'674	5'815	74.2	2'324
3042	1	Administration/ organisation/ IT	6'007	6'156	78.5	2'460
3043	1	Finances	4'300	4'415	56.3	1'764
3044	1	Sales/ marketing	5'689	5'819	74.2	2'325
3045	1	Production/ logistics/ materials management	5'287	5'401	68.9	2'159
3046	1	Research/ development/ design	2'349	2'186	27.9	874
Persons involved in decision-making						
3047	1	Business and company management	6'231	6'363	81.2	2'543
3048	1	Administration/ organisation/ IT	6'466	6'598	84.2	2'637
3049	1	Finances	4'680	4'814	61.4	1'924
3050	1	Sales/ marketing	6'065	6'184	78.9	2'471
3051	1	Production/ logistics/ materials management	5'631	5'754	73.4	2'300
3052	1	Research/ development/ design	2'591	2'416	30.8	965
Demography						
Age						
3061	1	Up to 39 years	1'055	1'780	22.7	711
3062	1	40 to 49 years	2'504	2'093	26.7	837
3063	1	50 years or older	4'281	3'967	50.6	1'585
School education						
3064	1	Elementary school	124	132	1.7	53
3065	1	Secondary school without A-Levels	1'333	1'440	18.4	576
3066	1	Secondary school with A-Levels	6'383	6'267	79.9	2'505
Personal annual gross income						
3068	1	Up to € 40,000	12	19	0.2	8
3069	1	€ 40,000 up to € 60,000	270	398	5.1	159
3070	1	€ 60,000 up to € 80,000	1'061	1'237	15.8	494
3071	1	€ 80,000 up to € 100,000	2'808	2'910	37.1	1'163
3072	1	€ 100,000 up to € 150,000	2'263	2'228	28.4	890
3073	1	€ 150,000 or more	1'426	1'048	13.4	419

3.2 Responsibilities

3.2.1 Sole decision-making, delegation

3.2.2 Sole decision-making/ delegation/ joint decision

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"

3.2.3 Persons involved in decision-making

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		Proj. thou.
					Cases	% weighted	
Responsibilities							
Sole decision-making, delegation							
Business and company management							
3231	1	Total		2'838	3'149	40.2	1'259
3232	1	Management of company (corporate policy)		2'070	2'356	30.0	941
3233	1	Overall location planning/ building plans		1'592	1'811	23.1	724
3234	1	Location planning/ plant expansion/ building projects		1'471	1'709	21.8	683
3235	1	Rental/ purchase of business premises		1'402	1'589	20.3	635
3266	1	Energy efficiency measures		1'461	1'719	21.9	687
3236	1	HR/ Personnel management, social and training affairs		2'036	2'307	29.4	922
Administration/ organisation/ IT							
3237	1	Total		3'287	3'583	45.7	1'432
3238	1	Accountancy/ Controlling		1'890	2'074	26.5	829
3239	1	IT/ Communications decision makers		2'405	2'716	34.6	1'085
3240	1	IT total		2'241	2'524	32.2	1'009
3241	1	IT-hardware (e.g. desktop PC, notebook, tablet, server, switches)		1'840	2'097	26.8	838
3267	1	Software licences, cloud services		1'680	1'941	24.8	776
3268	1	IT-services and consulting		1'605	1'857	23.7	742
3244	1	Communication systems, e.g. telephone system, smartphone, mobile phone		1'658	1'951	24.9	780
3245	1	Office technology (e.g. copier, printer, scanner, projector)		1'903	2'178	27.8	870
3246	1	Office furniture/ office equipment		1'685	1'957	25.0	782
Finances							
3247	1	Total		2'258	2'497	31.8	998
3248	1	Financial/ capital investments/ planning		1'909	2'143	27.3	856
3265	1	Company insurances		1'853	2'118	27.0	846
3249	1	Investment financing/ credit transactions		1'710	1'942	24.8	776
Sales/ marketing							
3250	1	Total		2'657	2'894	36.9	1'156
3251	1	Marketing, advertising, public relations, market research, sales promotion, trade fairs		1'530	1'782	22.7	712
3252	1	Distribution, sales, sales force		1'564	1'702	21.7	680
3263	1	Activities concerning CSR ("Corporate Social Responsibility")		1'153	1'333	17.0	533
3264	1	Arrangements concerning sustainability		736	794	10.1	317
Production/ logistics/ materials management							
3253	1	Total		3'116	3'343	42.6	1'336
3254	1	Logistics/ warehousing/ transport		1'170	1'299	16.6	519
3255	1	Car pool, fleet		1'818	1'956	24.9	782
3256	1	Vans/ lorries/ trucks		775	812	10.4	324
3257	1	Special purpose vehicles (e.g. forklifts)		667	659	8.4	263
3258	1	Parcel and courier services		1'063	1'172	15.0	468
3259	1	Production, manufacturing, manufacturing control		782	838	10.7	335
3260	1	Machines, production facilities, drive engineering		828	908	11.6	363
3261	1	Energy, e.g. supplier selection		1'500	1'725	22.0	690
3262	1	Research and development/ design		853	869	11.1	347

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
					weighted	
Sole decision-making/ delegation/ joint decision						
Business and company management						
3271	1	Total	5'674	5'815	74.2	2'324
3272	1	Management of company (corporate policy)	4'270	4'460	56.9	1'782
3273	1	Overall location planning/ building plans	3'732	3'817	48.7	1'525
3274	1	Location planning/ plant expansion/ building projects	3'544	3'631	46.3	1'451
3275	1	Rental/ purchase of business premises	3'227	3'260	41.6	1'303
3306	1	Energy efficiency measures	3'935	4'083	52.1	1'632
3276	1	HR/ Personnel management, social and training affairs	5'107	5'249	66.9	2'097
Administration/ organisation/ IT						
3277	1	Total	6'007	6'156	78.5	2'460
3278	1	Accountancy/ Controlling	4'060	4'152	53.0	1'659
3279	1	IT/ Communications decision makers	5'324	5'510	70.3	2'202
3280	1	IT total	5'125	5'282	67.4	2'111
3281	1	IT-hardware (e.g. desktop PC, notebook, tablet, server, switches)	4'669	4'834	61.7	1'932
3307	1	Software licences, cloud services	4'332	4'489	57.3	1'794
3308	1	IT-services and consulting	4'197	4'347	55.4	1'737
3284	1	Communication systems, e.g. telephone system, smartphone, mobile phone	4'268	4'492	57.3	1'795
3285	1	Office technology (e.g. copier, printer, scanner, projector)	4'621	4'835	61.7	1'932
3286	1	Office furniture/ office equipment	4'361	4'568	58.3	1'826
Finances						
3287	1	Total	4'300	4'415	56.3	1'764
3288	1	Financial/ capital investments/ planning	4'024	4'115	52.5	1'644
3305	1	Company insurances	3'644	3'754	47.9	1'500
3289	1	Investment financing/ credit transactions	3'542	3'626	46.3	1'449
Sales/ marketing						
3290	1	Total	5'689	5'819	74.2	2'325
3291	1	Marketing, advertising, public relations, market research, sales promotion, trade fairs	4'163	4'342	55.4	1'735
3292	1	Distribution, sales, sales force	3'678	3'754	47.9	1'500
3303	1	Activities concerning CSR ("Corporate Social Responsibility")	3'530	3'581	45.7	1'431
3304	1	Arrangements concerning sustainability	2'880	2'848	36.3	1'138
Production/ logistics/ materials management						
3293	1	Total	5'287	5'401	68.9	2'159
3294	1	Logistics/ warehousing/ transport	3'131	3'178	40.5	1'270
3295	1	Car pool, fleet	3'526	3'585	45.7	1'433
3296	1	Vans/ lorries/ trucks	2'130	2'041	26.0	816
3297	1	Special purpose vehicles (e.g. forklifts)	1'908	1'730	22.1	691
3298	1	Parcel and courier services	2'146	2'245	28.6	897
3299	1	Production, manufacturing, manufacturing control	2'268	2'219	28.3	887
3300	1	Machines, production facilities, drive engineering	2'420	2'360	30.1	943
3301	1	Energy, e.g. supplier selection	3'031	3'221	41.1	1'287
3302	1	Research and development/ design	2'349	2'186	27.9	874

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
					weighted	
Persons involved in decision-making						
Business and company management						
3311	1	Total	6'231	6'363	81.2	2'543
3312	1	Management of company (corporate policy)	4'753	4'968	63.4	1'985
3313	1	Overall location planning/ building plans	4'106	4'223	53.9	1'687
3314	1	Location planning/ plant expansion/ building projects	3'864	3'991	50.9	1'595
3315	1	Rental/ purchase of business premises	3'536	3'592	45.8	1'436
3346	1	Energy efficiency measures	4'331	4'517	57.6	1'805
3316	1	HR/ Personnel management, social and training affairs	5'627	5'766	73.5	2'304
Administration/ organisation/ IT						
3317	1	Total	6'466	6'598	84.2	2'637
3318	1	Accountancy/ Controlling	4'502	4'610	58.8	1'842
3319	1	IT/ Communications decision makers	5'837	6'000	76.5	2'398
3320	1	IT total	5'619	5'773	73.6	2'307
3321	1	IT-hardware (e.g. desktop PC, notebook, tablet, server, switches)	5'210	5'380	68.6	2'150
3347	1	Software licences, cloud services	4'789	4'973	63.4	1'987
3348	1	IT-services and consulting	4'595	4'765	60.8	1'904
3324	1	Communication systems, e.g. telephone system, smartphone, mobile phone	4'769	4'986	63.6	1'992
3325	1	Office technology (e.g. copier, printer, scanner, projector)	5'217	5'411	69.0	2'162
3326	1	Office furniture/ office equipment	4'816	5'017	64.0	2'005
Finances						
3327	1	Total	4'680	4'814	61.4	1'924
3328	1	Financial/ capital investments/ planning	4'398	4'509	57.5	1'802
3345	1	Company insurances	3'894	4'033	51.4	1'612
3329	1	Investment financing/ credit transactions	3'804	3'902	49.8	1'559
Sales/ marketing						
3330	1	Total	6'065	6'184	78.9	2'471
3331	1	Marketing, advertising, public relations, market research, sales promotion, trade fairs	4'568	4'753	60.6	1'899
3332	1	Distribution, sales, sales force	4'002	4'087	52.1	1'633
3343	1	Activities concerning CSR ("Corporate Social Responsibility")	3'844	3'899	49.7	1'558
3344	1	Arrangements concerning sustainability	3'221	3'180	40.6	1'271
Production/ logistics/ materials management						
3333	1	Total	5'631	5'754	73.4	2'300
3334	1	Logistics/ warehousing/ transport	3'430	3'473	44.3	1'388
3335	1	Car pool, fleet	3'873	3'941	50.3	1'575
3336	1	Vans/ lorries/ trucks	2'358	2'285	29.2	913
3337	1	Special purpose vehicles (e.g. forklifts)	2'123	1'963	25.0	784
3338	1	Parcel and courier services	2'445	2'545	32.5	1'017
3339	1	Production, manufacturing, manufacturing control	2'513	2'476	31.6	989
3340	1	Machines, production facilities, drive engineering	2'638	2'586	33.0	1'033
3341	1	Energy, e.g. supplier selection	3'293	3'494	44.6	1'396
3342	1	Research and development/ design	2'591	2'416	30.8	965

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 un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
Products from the IT sector						
Available in company or purchase planned within next 12 months						
3412	1	Video conference systems	5'825	5'477	69.9	2'189
3417	1	Desktop PC	7'374	7'341	93.6	2'934
3418	1	Notebook/ Laptop	7'337	7'219	92.1	2'885
3419	1	Tablet	6'199	6'061	77.3	2'422
3420	1	Smartphone	7'249	7'222	92.1	2'886
3435	1	Head-mounted display (VR glasses, smart glasses)	1'516	1'375	17.5	550
3421	1	Printer/ copier/ scanner/ fax (single or multifunctional devices)	7'568	7'556	96.4	3'019
3436	1	Corporate network/ LAN/ network components	7'114	6'935	88.5	2'771
3437	1	Server hardware	6'342	6'119	78.1	2'445
3428	1	Cloud services	5'221	4'967	63.4	1'985
3432	1	IT security (e.g. virus protection software, firewall, cryptographic techniques)	7'389	7'335	93.6	2'931
3431	1	Operating software (accounting software, project administration software etc.)	7'246	7'176	91.5	2'868
3433	1	Document, knowlege and workflow management systems	5'897	5'585	71.2	2'232
3439	1	CRM systems (Customer relationship management)	4'072	3'765	48.0	1'505
3430	1	AI software	2'582	2'377	30.3	950

3.5. Company statistics

NUMBER OF EMPLOYEES AT PLANT (GROUPED)

(Field 2013 - 2018)

THERE ARE OTHER PLANTS, BRANCHES, SUBSIDIARIES

(Field 419, code 1)

SELF-EMPLOYED, INDEPENDENT PROFESSIONALS,
EMPLOYEES, TURNOVER (CATEGORIES)(Contact questionnaires: self-employed, Independent
professionals, employees, Field 441 - 442)

CAR POOL, FLEET

AVAILABLE IN COMPANY OR PURCHASE PLANNED
WITHIN NEXT 12 MONTHS

(Field 1698 - 1702, code 1)

USE OF BUSINESS/ OFFICIAL CAR

Total

(Field 1712, code 1)

Leased

(Field 1714, code 1)

VEHICLE WITH ECO-FRIENDLY DRIVE TECHNOLOGY

Available in company

(Field 1751, 1743 - 1745, code 1)

Will be taken into consideration

(Field 1755, 1747 - 1749, code 1)

SHARE OF THE CAR POOL, FLEET

(Field 1746, code 1 or 1, 2)

INFRASTRUCTURE FOR E-MOBILITY

(Field 1750, code 1)

GENERAL IMPORTANCE OF VARIOUS TOPICS IN THE
COMPANY

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

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)

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
Company statistics						
Base						
3571	1	Self-employed, independent professionals, employees	7'167	7'247	92.4	2'896
Number of employees at plant (grouped)						
3572	1	1 to 19 employees	2'143	2'592	33.1	1'036
3573	1	20 to 49 employees	1'183	1'142	14.6	457
3574	1	50 to 99 employees	871	782	10.0	313
3575	1	100 to 499 employees	1'685	1'630	20.8	651
3576	1	500 to 999 employees	633	539	6.9	215
3577	1	1,000 to 4,999 employees	513	442	5.6	177
3578	1	5,000 employees or more	139	120	1.5	48
3579	1	There are other plants, branches, subsidiaries	2'921	2'727	34.8	1'090
Turnover (categories)						
3580	1	Up to € 500,000	653	913	11.6	365
3581	1	More than € 500,000 to € 2 million	1'254	1'449	18.5	579
3582	1	More than € 2 million	5'126	4'691	59.8	1'875
Turnover (categories)						
3584	1	Up to € 2 million	1'907	2'362	30.1	944
3585	1	More than € 2 million to € 10 million	1'475	1'427	18.2	570
3586	1	More than € 10 million to € 50 million	1'234	1'146	14.6	458
3587	1	More than € 50 million to € 250 million	1'000	906	11.6	362
3588	1	More than € 250 million	1'417	1'212	15.5	484
Base						
3589	1	Decision-makers	7'840	7'840	100.0	3'133
Car pool, fleet - available in company or purchase planned within next 12 months						
3540	1	Total	7'075	6'976	89.0	2'788
3541	1	Passenger cars/ estate cars	6'697	6'566	83.7	2'624
3542	1	Sport utility vehicles (SUV)	3'011	2'903	37.0	1'160
3543	1	Limousines, people carriers	2'894	2'665	34.0	1'065
3544	1	Vans up to 7.5 t	3'691	3'385	43.2	1'353
3545	1	Trucks 7.5 t or more	1'661	1'487	19.0	594
Use of business/ official car						
3622	1	Total	4'520	4'469	57.0	1'786
3623	1	Leased	2'724	2'710	34.6	1'083
Vehicle with eco-friendly drive technology						
Available in company						
3629	1	Total	4'529	4'285	54.7	1'712
3624	1	Electric drive	3'702	3'456	44.1	1'381
3546	1	Hybrid	3'293	3'048	38.9	1'218
3547	1	Gas	665	605	7.7	242
3548	1	Hydrogen/ fuel cell	215	198	2.5	79
Share of the car pool, fleet						
3552	1	(Almost) the entire car pool, fleet	541	518	6.6	207
3553	1	About half or more	1'650	1'599	20.4	639
Will be taken into consideration						
3630	1	Total	5'403	5'239	66.8	2'094
3626	1	Electric drive	4'909	4'719	60.2	1'886
3549	1	Hybrid	4'170	4'012	51.2	1'603
3550	1	Gas	1'224	1'168	14.9	467
3551	1	Hydrogen/ fuel cell	1'193	1'159	14.8	463

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	3'811	3'597	45.9	1'437
		General importance in the company				
		very important				
3598	1	Sustainability	4'131	3'984	50.8	1'592
3600	1	Shortage of skilled workers, finding qualified staff	5'722	5'656	72.1	2'260
3601	1	Employer branding (measures to present yourself as a particularly attractive employer)	3'583	3'393	43.3	1'356
3556	1	Diversity	2'267	2'233	28.5	892
3557	1	Social responsibility	4'180	4'159	53.0	1'662
		at least important				
3599	1	Sustainability	6'991	6'941	88.5	2'774
3602	1	Shortage of skilled workers, finding qualified staff	7'315	7'249	92.5	2'897
3603	1	Employer branding (measures to present yourself as a particularly attractive employer)	6'546	6'420	81.9	2'566
3559	1	Diversity	4'987	4'941	63.0	1'974
3560	1	Social responsibility	7'171	7'134	91.0	2'851
		Future technologies				
		Invested within the last 2 years				
3590	1	Total	6'419	6'202	79.1	2'479
3591	1	Digital transformation	4'234	4'033	51.4	1'612
3592	1	Robotics in production, service, research etc.	1'819	1'596	20.4	638
3593	1	Data & Analytics/ Big Data	2'601	2'337	29.8	934
3594	1	Artificial intelligence/ machine learning	1'820	1'664	21.2	665
3595	1	Collaboration tools for new ways of working	1'770	1'617	20.6	646
3596	1	Blockchain-technology	677	624	8.0	249
3597	1	Establishment of mobile/ home office workstations	4'355	4'178	53.3	1'670
3604	1	Cyber security	4'480	4'304	54.9	1'720
		Investments planned within next 2 years				
3561	1	Total	5'991	5'760	73.5	2'302
3562	1	Digital transformation	3'479	3'325	42.4	1'329
3563	1	Robotics in production, service, research etc.	1'703	1'515	19.3	606
3564	1	Data & Analytics/ Big Data	2'164	1'950	24.9	779
3565	1	Artificial intelligence/ machine learning	2'313	2'064	26.3	825
3566	1	Collaboration tools for new ways of working	1'665	1'527	19.5	610
3567	1	Blockchain-technology	714	656	8.4	262
3568	1	Establishment of mobile/ home office workstations	2'679	2'586	33.0	1'033
3605	1	Cyber security	4'492	4'247	54.2	1'697

3.6. Business trips

BUSINESS TRAVELLERS

(Field 1757)

PREFERRED HOTEL CATEGORY ON BUSINESS TRIPS

(Field 1850 - 1854, code 1)

DESTINATIONS WITHIN THE LAST 12 MONTHS

(Field 1758 - 1763, code 1)

JOB-RELATED ACTIVITIES

(Field 1880, 1881, code 1 or code 1, 2)

MEANS OF TRANSPORTATION WITHIN THE LAST 12 MONTHS

(Field 1766 - 1775, code 1)

FLIGHTS

(Field 1809, 1810)

Field(s) Code			Cases un-weighted	Cases	Decision-maker % weighted	Proj. thou.
Business trips						
Business travellers						
3631	1	Total	6'500	6'465	82.5	2'584
3632	1	At least once a month	2'790	2'635	33.6	1'053
3634	1	At least several times a year	5'465	5'313	67.8	2'123
3635	1	At least once a year	5'857	5'771	73.6	2'306
Destinations within the last 12 months						
3636	1	Germany	6'129	6'103	77.8	2'439
3637	1	Western Europe	1'590	1'445	18.4	577
3638	1	Eastern Europe	626	573	7.3	229
3639	1	America	289	268	3.4	107
3640	1	Asia	228	195	2.5	78
3641	1	Other countries	118	109	1.4	43
Means of transportation within the last 12 months						
3642	1	Total	6'266	6'226	79.4	2'488
3643	1	Private car	1'800	1'879	24.0	751
3644	1	Business/ official car	4'549	4'441	56.6	1'775
3645	1	Hired car	588	575	7.3	230
3650	1	Car subscription	9	6	0.1	2
3646	1	Car sharing	72	81	1.0	32
3647	1	Aeroplane	1'641	1'431	18.3	572
3648	1	Rail	2'698	2'513	32.1	1'004
3649	1	Other means of transportation	228	228	2.9	91
Domestic flights - Germany						
3654	1	Total	1'176	1'018	13.0	407
3655	1	At least once a month	171	142	1.8	57
3656	1	At least several times a year	639	530	6.8	212
International flights						
3658	1	Total	1'197	1'040	13.3	416
3659	1	At least once a month	110	88	1.1	35
3660	1	At least several times a year	779	656	8.4	262
Preferred hotel category on business trips						
3666	1	Hotels of highest price range (5 star)	665	606	7.7	242
3667	1	Hotels of higher price range (4 star)	3'013	2'879	36.7	1'151
3668	1	Hotels of upper and medium price range (3 star)	3'313	3'275	41.8	1'309
3669	1	Hotels of lower price range, private hotels (1 - 2 star), others	529	594	7.6	237
Job-related activities						
Several times a year (whether in person or virtually)						
3670	1	Visiting trade fairs	2'418	2'400	30.6	959
3671	1	Visiting conventions	4'004	4'005	51.1	1'600
At least once a year (whether in person or virtually)						
3672	1	Visiting trade fairs	4'762	4'730	60.3	1'890
3673	1	Visiting conventions	5'706	5'642	72.0	2'254

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.
				Cases	%	
					weighted	
Investments/ private consumption/ economic development						
Interest in investments						
Very interested						
3701	1	Shares, Derivatives, certificates, options, hedge fund shares	2'069	1'924	24.5	769
3702	1	Shares in funds (investment/ equity/ index/ real estate/ closed-end funds)	2'237	2'077	26.5	830
3703	1	Fixed-interest investment bonds (e.g. government bonds, corporate bonds, bonds)	1'113	1'005	12.8	401
3704	1	Time deposit, cash account	1'325	1'299	16.6	519
3705	1	Building savings contract	641	688	8.8	275
3706	1	So called "green funds" (ecological and ethical inoffensive type of investment)	998	952	12.1	380
3707	1	Real estate	2'498	2'490	31.8	995
3708	1	Life insurance	918	855	10.9	342
3709	1	Private pension insurance	1'528	1'529	19.5	611
3710	1	Gold, silver, platinum (coin, bullion)	924	899	11.5	359
3721	1	Cryptocurrencies (e.g. Bitcoin)	420	433	5.5	173
At least interested						
3711	1	Shares, Derivatives, certificates, options, hedge fund shares	4'307	4'149	52.9	1'658
3712	1	Shares in funds (investment/ equity/ index/ real estate/ closed-end funds)	4'877	4'696	59.9	1'877
3713	1	Fixed-interest investment bonds (e.g. government bonds, corporate bonds, bonds)	3'500	3'282	41.9	1'311
3714	1	Time deposit, cash account	4'225	4'086	52.1	1'633
3715	1	Building savings contract	2'265	2'326	29.7	930
3716	1	So called "green funds" (ecological and ethical inoffensive type of investment)	3'402	3'315	42.3	1'325
3717	1	Real estate	5'493	5'450	69.5	2'178
3718	1	Life insurance	2'729	2'677	34.2	1'070
3719	1	Private pension insurance	4'098	4'137	52.8	1'653
3720	1	Gold, silver, platinum (coin, bullion)	2'875	2'848	36.3	1'138
3722	1	Cryptocurrencies (e.g. Bitcoin)	1'373	1'411	18.0	564
Self-characterisation						
Definitely						
3753	1	I like an unremarkable, discreet style with luxurious things	3'213	3'187	40.7	1'274
3754	1	I like, if things can be recognized as precious and high-quality	1'553	1'501	19.2	600
3755	1	I set great store by quality, I am very demanding	2'910	2'891	36.9	1'155
3757	1	I am fascinated by luxury brands and sometimes, if possible, I indulge in such products	762	703	9.0	281
Definitely/ largely						
3759	1	I like an unremarkable, discreet style with luxurious things	5'989	5'933	75.7	2'371
3760	1	I like, if things can be recognized as precious and high-quality	3'732	3'683	47.0	1'472
3761	1	I set great store by quality, I am very demanding	6'520	6'401	81.6	2'558
3763	1	I am fascinated by luxury brands and sometimes, if possible, I indulge in such products	2'755	2'689	34.3	1'075

Field(s) Code			Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
		Willingness to spend much money for luxury goods				
3764	1	Total	6'681	6'704	85.5	2'679
3765	1	Fashion, clothes	2'265	2'272	29.0	908
3766	1	Shoes	2'044	1'989	25.4	795
3767	1	Wrist watches	1'569	1'508	19.2	603
3768	1	Cosmetics, fragrances	1'292	1'228	15.7	491
3769	1	TVs, video recorder	1'447	1'457	18.6	582
3770	1	Smartphones/ tablets	2'065	2'066	26.4	826
3771	1	Camera, camcorder, equipment	965	932	11.9	373
3772	1	Alcoholic drinks like wine, whisky, cognac	1'357	1'317	16.8	526
3778	1	High quality food/ delicatessen	2'885	2'824	36.0	1'128
3773	1	Furniture, furnishing	2'412	2'277	29.0	910
3774	1	Cars	2'205	2'202	28.1	880
3775	1	Travelling	3'674	3'616	46.1	1'445
3776	1	Cruises	940	922	11.8	369
3777	1	Exclusive hotels	1'234	1'190	15.2	475
		Economic development within the next 12 months				
		General				
3780	1	Better	1'424	1'320	16.8	528
3781	1	Worse	3'275	3'371	43.0	1'347
3782	1	Unchanged	2'999	3'013	38.4	1'204
		Own company (without civil servants)				
3783	1	Better	2'282	2'153	27.5	860
3784	1	Worse	1'379	1'441	18.4	576
3785	1	Unchanged	3'419	3'577	45.6	1'429
		Contacts to policy makers at national and regional level				
3799	1	Yes	2'039	2'041	26.0	815

3.8 Supplemental use of media

READING LONGER TEXTS

(Field 1232, code 1 - 4)

IMPORTANT MEDIA GROUPS FOR WORK

(Field 1645 - 1657, code 1)

PODCASTS

(from Field 1442 - 1452)

INTEREST IN EDITORIAL TOPICS

(Field 1219 - 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		3'954	3'885	49.6	1'552
3802	1	Rather on screen		915	949	12.1	379
3803	1	Nothing to choose		2'963	2'997	38.2	1'198
Important media groups for work							
3804	1	Political and business magazines/ newspapers		3'018	2'976	38.0	1'189
3805	1	Supra-regional daily and weekly newspapers		2'837	2'850	36.3	1'139
3806	1	Industry-specific trade journals and media		5'473	5'482	69.9	2'191
3807	1	Internet pages of magazines and newspapers		2'944	2'999	38.2	1'198
3838	1	Internet pages of news channels		1'598	1'551	19.8	620
3808	1	Internet pages of manufacturers, dealers or service providers		3'826	3'902	49.8	1'559
3809	1	Newsletters of magazines and newspapers		1'248	1'261	16.1	504
3810	1	Social networks		2'688	2'857	36.4	1'142
3822	1	Podcast		836	863	11.0	345
3811	1	Television (e.g. business and news programmes)		1'792	1'802	23.0	720
3823	1	Info screens (e.g. at airports, in hotels)		387	404	5.2	162
Podcasts							
Listening time per week							
3839	1	Total podcast listeners		3'624	3'652	46.6	1'460
3840	1	More than 3 hours		455	412	5.3	165
3841	1	2 hours or more		918	870	11.1	348
3842	1	1 hour or more		1'687	1'654	21.1	661
3843	1	30 minutes or more		2'613	2'622	33.4	1'048
Podcast topics							
3854	1	News and politics		1'840	1'787	22.8	714
3855	1	Economy		1'203	1'114	14.2	445
3856	1	Society and culture		1'335	1'369	17.5	547
3857	1	Science and technology		1'159	1'105	14.1	441
3858	1	History		720	744	9.5	297
3859	1	True Crime		630	666	8.5	266
3860	1	Sports		834	898	11.4	359
3861	1	Education		731	704	9.0	281
3862	1	Health		881	973	12.4	389
3863	1	Other topics		834	891	11.4	356

Field(s)	Code		Cases un-weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
Interest in editorial topics						
Very interested						
3812	1	Politics	3'578	3'425	43.7	1'369
3813	1	Economy	3'664	3'500	44.6	1'399
3814	1	Financial and capital markets	2'217	2'066	26.4	826
3815	1	Jobs and careers	3'104	3'147	40.1	1'258
3816	1	Sports	2'619	2'717	34.6	1'086
3817	1	Local reporting	3'518	3'529	45.0	1'410
3824	1	Mobility, traffic	2'033	2'060	26.3	823
3818	1	Science, research, innovative technologies	3'398	3'240	41.3	1'295
3819	1	Nature, climate, environment, sustainability	3'118	3'080	39.3	1'231
3825	1	Travel	2'865	2'862	36.5	1'144
3821	1	Culture/ feuilleton	1'504	1'500	19.1	600
At least interested						
3828	1	Politics	7'028	6'943	88.6	2'774
3829	1	Economy	7'060	7'002	89.3	2'798
3830	1	Financial and capital markets	5'725	5'600	71.4	2'238
3831	1	Jobs and careers	6'234	6'274	80.0	2'507
3832	1	Sports	5'645	5'665	72.3	2'264
3833	1	Local reporting	6'889	6'913	88.2	2'763
3826	1	Mobility, traffic	5'848	5'830	74.4	2'330
3834	1	Science, research, innovative technologies	6'926	6'823	87.0	2'727
3835	1	Nature, climate, environment, sustainability	7'037	7'014	89.5	2'803
3827	1	Travel	6'444	6'411	81.8	2'562
3837	1	Culture/ feuilleton	5'179	5'110	65.2	2'042
Chamber of commerce magazines						
3844	1	Already read or browsed	3'428	3'344	42.7	1'336
Frequency of reading Chamber of commerce magazines						
3845	1	Every/ almost every issue	1'216	1'165	14.9	465
3846	1	At least every 2nd issue	2'077	1'979	25.2	791
3847	1	Aat least every 4th issue	2'762	2'675	34.1	1'069
3848	1	At least infrequent	3'409	3'330	42.5	1'331
Internet usage by client						
(within the last 3 months)						
3849	1	Users total	7'840	7'840	100.0	3'133
3850	1	Desktop PC	6'561	6'573	83.8	2'627
3851	1	Notebook/ Laptop	7'234	7'162	91.3	2'862
3852	1	Tablet (e.g. iPad)	6'072	5'952	75.9	2'378
3853	1	Smartphone/ Mobile with internet access	7'777	7'775	99.2	3'107

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 un- weighted	Decision-maker Cases %	Proj. thou.	
Magazines/ Newspapers - Probabilities					
Monthly magazines					
4101-4103	Brand eins	323	308	3.9	123
4104-4106	Capital	535	480	6.1	192
4116-4118	Handwerk Magazin	515	453	5.8	181
4122-4124	Manager Magazin	806	693	8.8	27
4125-4127	Markt und Mittelstand	549	477	6.1	191
Fortnightly magazines/ newspapers					
4119-4121	c't Magazin	403	403	5.1	161
4149-4151	VDI Nachrichten	713	619	7.9	247
Weekly magazines					
4131-4133	Focus	1'099	1'102	14.1	440
4134-4136	Focus Money	385	371	4.7	148
4137-4139	Der Spiegel	1'891	1'819	23.2	727
4140-4142	Stern	944	1'014	12.9	405
4143-4145	Wirtschaftswoche	765	665	8.5	266
Weekly newspapers					
4146-4148	Frankfurter Allgemeine Sonntagszeitung	468	426	5.4	170
4152-4154	Welt am Sonntag (WamS/ WamS Kompakt)	592	560	7.1	224
4155-4157	Die Zeit	910	897	11.4	358
Daily newspapers					
4170-4172	Frankfurter Allgemeine Zeitung	697	628	8.0	251
4167-4169	Handelsblatt	818	728	9.3	291
4173-4175	Süddeutsche Zeitung	961	905	11.5	362
4179-4181	Tagesspiegel (Tagesspiegel/ PNN)	277	246	3.1	98
4176-4178	Die Welt	536	489	6.2	195
Combinations					
4185-4187	Focus-Blue-Chip-Kombi (Focus/ Focus Money)	1'335	1'311	16.7	524
4197-4199	Kluge Köpfe Kombi (F.A.Z./ F.A.S.)	957	877	11.2	351
4188-4190	Republic workday (F.A.Z./ SZ)	1'561	1'440	18.4	575
4191-4193	Republic weekend (F.A.Z./ F.A.S./ SZ)	1'784	1'658	21.2	663
4203-4205	Welt Print Gesamt (Die Welt/ WamS/ WamS Kompakt)	957	899	11.5	359
Digital services (Online + App) - Usage within last 4 weeks					
4901-4903	Brand eins: brandeins.de	284	278	3.5	111
4904-4906	Capital: capital.de	651	609	7.8	243
4913-4915	heise.de + App(s)	940	921	11.7	368
4916-4918	F.A.Z.: faz.net + App(s)	2'005	1'990	25.4	795
4919-4921	Focus: focus.de + App(s)	2'343	2'415	30.8	965
4922-4924	Handelsblatt: handelsblatt.com + App(s)	1'875	1'797	22.9	718
4925-4927	Handwerk Magazin: handwerk-magazin.de	377	357	4.6	143
4931-4933	Manager Magazin: manager-magazin.de + App(s)	987	908	11.6	363
4934-4936	Markt und Mittelstand: marktundmittelstand.de	443	426	5.4	170
4937-4939	Der Spiegel: spiegel.de + App(s)	2'992	2'962	37.8	1'184
4940-4942	Stern: stern.de + App(s)	1'533	1'650	21.0	659
4943-4945	Süddeutsche Zeitung: süddeutsche.de + App(s)	2'097	2'143	27.3	856
4928-4930	Tagesspiegel: tagesspiegel.de + App(s)	878	843	10.8	337
4946-4948	VDI Nachrichten: ingenieur.de + App(s)	785	737	9.4	295
4949-4951	Welt: welt.de + App(s)	1'953	2'045	26.1	817
4952-4954	Wirtschaftswoche: wirtschaftswoche.de + App(s)	1'439	1'394	17.8	557
4955-4957	Die Zeit: zeit.de + App(s)	1'802	1'869	23.8	747

Field(s) Code		Cases un- weighted	Decision-maker		Proj. thou.
			Cases	%	
				weighted	
Digital services (Online + App) - Usage within last week					
4958-4960	Brand eins: brandeins.de	206	202	2.6	81
4961-4963	Capital: capital.de	477	447	5.7	179
4970-4972	heise.de + App(s)	734	717	9.2	287
4973-4975	F.A.Z.: faz.net + App(s)	1'653	1'629	20.8	651
4976-4978	Focus: focus.de + App(s)	1'944	2'005	25.6	801
4979-4981	Handelsblatt: handelsblatt.com + App(s)	1'574	1'508	19.2	603
4982-4984	Handwerk Magazin: handwerk-magazin.de	323	298	3.8	119
4988-4990	Manager Magazin: manager-magazin.de + App(s)	741	674	8.6	269
4991-4993	Markt und Mittelstand: marktundmittelstand.de	363	345	4.4	138
4994-4996	Der Spiegel: spiegel.de + App(s)	2'676	2'651	33.8	1'060
4997-4999	Stern: stern.de + App(s)	1'234	1'349	17.2	539
5000-5002	Süddeutsche Zeitung: süddeutsche.de + App(s)	1'727	1'774	22.6	709
4985-4987	Tagesspiegel: tagesspiegel.de + App(s)	682	665	8.5	266
5003-5005	VDI Nachrichten: ingenieur.de + App(s)	594	548	7.0	219
5006-5008	Welt: welt.de + App(s)	1'664	1'738	22.2	695
5009-5011	Wirtschaftswoche: wirtschaftswoche.de + App(s)	1'100	1'057	13.5	422
5012-5014	Die Zeit: zeit.de + App(s)	1'475	1'543	19.7	616
Crossmedia-Probabilities per Month (Print + Online + (if present) App)					
5201-5203	Brand eins + brandeins.de	549	523	6.7	209
5204-5206	Capital + capital.de	1'070	984	12.6	393
5213-5215	c't Magazin + heise.de + App(s)	1'258	1'238	15.8	495
5216-5218	F.A.Z. + faz.net + App(s)	2'831	2'785	35.5	1'113
5219-5221	F.A.Z. + F.A.S. + faz.net + App(s)	3'018	2'967	37.9	1'186
5222-5224	Focus + focus.de + App(s)	3'405	3'461	44.1	1'383
5225-5227	Focus + Focus Money + focus.de + App(s)	3'606	3'645	46.5	1'457
5228-5230	Handelsblatt + handelsblatt.com + App(s)	2'759	2'591	33.0	1'035
5231-5233	Handwerk Magazin + handwerk-magazin.de	740	674	8.6	269
5237-5239	Manager Magazin + manager-magazin.de + App(s)	1'561	1'399	17.8	559
5240-5242	Markt und Mittelstand + marktundmittelstand.de	869	784	10.0	313
5243-5245	Der Spiegel + spiegel.de + App(s)	4'430	4'390	56.0	1'754
5249-5251	Stern + stern.de + App(s)	2'702	2'831	36.1	1'131
5252-5254	Süddeutsche Zeitung + süddeutsche.de + App(s)	3'031	3'027	38.6	1'210
5234-5236	Tagesspiegel + tagesspiegel.de + App(s)	1'201	1'145	14.6	458
5255-5257	VDI Nachrichten + ingenieur.de + App(s)	1'279	1'153	14.7	461
5258-5260	Die Welt + welt.de + App(s)	2'689	2'726	34.8	1'089
5261-5263	Welt Print Gesamt + welt.de + App(s)	3'089	3'116	39.7	1'245
5264-5266	Wirtschaftswoche + wirtschaftswoche.de + App(s)	2'312	2'171	27.7	868
5267-5269	Die Zeit + zeit.de + App(s)	2'681	2'724	34.7	1'088
Total probabilities					
5080-5082	PZ total (probabilities)	5'318	5'101	65.1	2'038
5083-5085	TZ total (probabilities)	2'678	2'445	31.2	977
5086-5088	Print total (PZ, TZ) (probabilities)	5'751	5'512	70.3	2'203
5095-5097	Digital total (Online, App) (usage within last 4 weeks)	5'883	5'829	74.3	2'329

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	Cases	Decision-maker % weighted	Proj. thou.
General/ demography						
1 - 5		ID-number				
201 - 205		WEIGHT (3 digits/ format x.xxx)				
		Projection factor: 3,133,000 / 7,840				
200	1	Decision-makers	7'840	7'840	100.0	3'133
		Occupational groups (1)				
211	1	Self-employed (at least 6 employees)	1'347	1'391	17.7	556
	2	Independent professionals (at least 1 employee)	997	1'119	14.3	447
	3	Employees	4'823	4'737	60.4	1'893
	4	Civil servants	673	593	7.6	237
		Occupational groups (2)				
212	1	Self-employed/ Independent professionals	2'344	2'510	32.0	1'003
	3	Employees	4'823	4'737	60.4	1'893
	4	Civil servants	673	593	7.6	237
221 - 223		Area code (Eurozone as of 31.12.2023)				
		Area code (3-digit)				
		Area				
226	1	Western federal states	7'070	7'154	91.3	2'859
	2	Eastern federal states	770	686	8.7	274
		Federal state				
227 - 228	1	Schleswig-Holstein	181	239	3.0	95
	2	Hamburg	248	185	2.4	74
	3	Lower Saxony	606	677	8.6	270
	4	Bremen	80	78	1.0	31
	5	North-Rhine Westphalia	1'556	1'679	21.4	671
	6	Hesse	716	673	8.6	269
	7	Rhineland-Palatinate	345	303	3.9	121
	8	Baden-Wuerttemberg	1'236	1'268	16.2	507
	9	Bavaria	1'442	1'506	19.2	602
	10	Saar	125	132	1.7	53
	11	Berlin	535	413	5.3	165
	12	Brandenburg	181	162	2.1	65
	13	Mecklenburg-Western Pomerania	85	88	1.1	35
	14	Saxony	240	230	2.9	92
	15	Saxony-Anhalt	127	107	1.4	43
	16	Thuringia	137	99	1.3	40
		Nielsen area				
229	1	Nielsen I	1'115	1'179	15.0	471
	2	Nielsen II	1'556	1'679	21.4	671
	3	Nielsen IIIa	1'186	1'109	14.1	443
	4	Nielsen IIIb	1'236	1'268	16.2	507
	5	Nielsen IV	1'442	1'506	19.2	602
	6	Nielsen V	535	413	5.3	165
	7	Nielsen VI	393	357	4.5	143
	8	Nielsen VII	377	329	4.2	131
		Town size, political				
230	1	Up to 2,000 inhabitants	123	143	1.8	57
	2	2,000 up to 5,000 inhabitants	359	393	5.0	157
	3	5,000 up to 20,000 inhabitants	1'655	1'751	22.3	700
	4	20,000 up to 50,000 inhabitants	1'473	1'608	20.5	642
	5	50,000 up to 100,000 inhabitants	804	907	11.6	362
	6	100,000 up to 500,000 inhabitants	1'274	1'250	15.9	500
	7	500,000 inhabitants or more	2'152	1'787	22.8	714

Field(s) Code			Cases un- weighted	Decision-maker Cases % weighted		Proj. thou.
Town size, BIK						
231	1	Up to 2,000 inhabitants	45	49	0.6	19
	2	2,000 up to 5,000 inhabitants	114	132	1.7	53
	3	5,000 up to 20,000 inhabitants	484	511	6.5	204
	4	20,000 up to 50,000 inhabitants	700	738	9.4	295
	5	50,000 up to 100,000 inhabitants	695	758	9.7	303
	6	100,000 up to 500,000 inhabitants	2'069	2'171	27.7	868
	7	500,000 inhabitants or more	3'733	3'481	44.4	1'391
Sex						
240	1	Men	6'177	6'008	76.6	2'401
	2	Women	1'663	1'832	23.4	732
241 - 242 Age (numerical)						
Age groups						
243	1	Up to 29 years	82	281	3.6	112
	2	30 up to 39 years	973	1'499	19.1	599
	3	40 up to 49 years	2'504	2'093	26.7	837
	4	50 up to 59 years	2'886	2'711	34.6	1'083
	5	60 up to 64 years	1'022	921	11.7	368
	6	65 years and older	373	335	4.3	134
Age groups (refined)						
244 - 245	1	Up to 24 years	5	23	0.3	9
	2	25 up to 29 years	77	258	3.3	103
	3	30 up to 34 years	276	451	5.8	180
	4	35 up to 39 years	697	1'048	13.4	419
	5	40 up to 44 years	1'182	986	12.6	394
	6	45 up to 49 years	1'322	1'108	14.1	443
	7	50 up to 54 years	1'490	1'441	18.4	576
	8	55 up to 59 years	1'396	1'269	16.2	507
	9	60 up to 64 years	1'022	921	11.7	368
	10	65 up to 69 years	265	237	3.0	95
	11	70 years and older	108	98	1.2	39
School education						
251	1	Elementary school	124	132	1.7	53
	2	Secondary school without A-Levels	1'333	1'440	18.4	576
	3	Secondary school with A-Levels	6'383	6'267	79.9	2'505
Vocational training						
252	1	Completed apprenticeship	2'989	3'302	42.1	1'320
253	2	Master craftsman diploma	826	976	12.4	390
254	3	Technical college	1'182	1'328	16.9	531
255	4	Engineering college	354	366	4.7	146
256	5	Polytechnic institute	18	22	0.3	9
257	6	University for applied science	1'660	1'428	18.2	570
258	7	University/ academic degree	4'039	3'590	45.8	1'434
259	8	Doctorate/ thesis	790	696	8.9	278
260	9	Other vocational education	161	237	3.0	95

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
		Field of education				
264	1	Biology	109	136	1.7	54
265	1	Chemistry	166	146	1.9	58
266	1	Physics	162	161	2.0	64
267	1	Mathematics	204	177	2.3	71
268	1	Other natural sciences	152	156	2.0	62
269	1	Medicine	711	776	9.9	310
270	1	Architecture	150	139	1.8	55
271	1	Mechanical engineering	283	242	3.1	97
272	1	Informatics	659	617	7.9	246
273	1	Economic engineering	248	223	2.8	89
274	1	Technical sciences/ engineering	1'124	984	12.6	393
275	1	Economics	1'571	1'325	16.9	530
276	1	Social sciences/ psychology	361	371	4.7	148
277	1	Communication sciences	490	455	5.8	182
278	1	Jurisprudence	573	510	6.5	204
279	1	Humanities/ philology	344	353	4.5	141
280	1	Commercial training	1'855	1'955	24.9	781
281	1	(Other) technical education	684	703	9.0	281
282	1	Skilled trade	915	997	12.7	398
283	1	Others	779	914	11.7	365
		Personal annual gross income				
285	1	Up to € 40,000	12	19	0.2	8
	2	€ 40,000 up to € 60,000	270	398	5.1	159
	3	€ 60,000 up to € 80,000	1'061	1'237	15.8	494
	4	€ 80,000 up to € 100,000	2'808	2'910	37.1	1'163
	5	€ 100,000 up to € 150,000	2'263	2'228	28.4	890
	6	€ 150,000 up to € 200,000	860	667	8.5	267
	7	€ 200,000 up to € 250,000	279	197	2.5	79
	8	€ 250,000 or more	287	184	2.3	73

Field(s)	Code		Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
Contact questionnaires						
Self-employed, Independent professionals, Employees						
Legal form of company						
401 - 402	1	Joint venture/ sole proprietor/ civil law partnership/ indep. office/ practice	1'229	1'500	19.1	599
	2	General partnership	33	34	0.4	14
	3	Limited partnership	51	55	0.7	22
	4	Limited liability company	3'654	3'461	44.1	1'383
	5	Limited liability company with limited partnership	970	953	12.2	381
	6	Partnership limited by shares	8	9	0.1	3
	7	Public limited company	530	448	5.7	179
	8	Public service	438	507	6.5	203
	9	Association/ chamber/ trade union	31	42	0.5	17
	10	Cooperative/ Registered association	223	238	3.0	95
Branch of industry/ Industrial sector						
410 - 411		(1st response = main branch)				
412 - 413						
414 - 415	1	Agriculture and forestry, fishing and aquaculture	75	60	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	27	19	0.2	7
	4	Mining support service activities	2	1	0.0	0
	5	Manufacture of food products	105	89	1.1	35
	6	Manufacture of beverages	37	39	0.5	15
	7	Manufacture of tobacco products	1	0	0.0	0
	8	Manufacture of textiles, wearing appearel, of leather and related products	49	34	0.4	14
	9	Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	43	40	0.5	16
	10	Manufacture of paper and paper products	32	25	0.3	10
	11	Printing and reproduction of recorded media	31	34	0.4	14
	12	Manufacture of coke and refined petroleum products	10	5	0.1	2
	13	Manufacture of basic chemicals	51	39	0.5	16
	14	Manufacture of other chemical products	110	76	1.0	30
	15	Manufacture of basic pharmaceutical products and pharmaceutical preparations	39	29	0.4	11
	16	Manufacture of rubber and plastic products	157	130	1.7	52
	17	Manufacture of other non-metallic mineral products	77	66	0.8	27
	18	Manufacture of basic metals	59	52	0.7	21
	19	Manufacture of other iron and (sheet) metal goods	139	117	1.5	47
	20	Manufacture of basic metals: Treatment and coating of metals; machining	95	75	1.0	30
	21	Manufacture of cutlery, tools and general hardware	88	60	0.8	24
	22	Manufacture of electronic components and boards	56	42	0.5	17
	23	Manufacture of computers and peripheral equipment, magnetic and optical media	32	23	0.3	9
	24	Manufacture of communication equipment	15	12	0.1	5
	25	Manufacture of consumer electronics	5	2	0.0	1
	26	Manufacture of instruments and appliances for measuring, testing and navigation; watches and clocks	120	91	1.2	36
	27	Manufacture of electrical equipment	156	132	1.7	53
	28	Manufacture of machinery and equipment	380	306	3.9	122
	29	Manufacture of motor vehicles, trailers, semi-trailers, engines	269	291	3.7	116
	30	Manufacture of other transport equipment	76	78	1.0	31

Field(s) Code		Cases un- weighted	Decision-maker		Proj. thou.
			Cases	%	
				weighted	
31	Manufacture of furniture	33	31	0.4	12
32	Other manufacturing	93	84	1.1	33
33	Repair and installation of machinery and equipment	46	39	0.5	16
34	Electricity, gas, steam and air conditioning supply	103	79	1.0	31
35	Water collection, treatment and supply	35	26	0.3	10
36	Sewerage; waste collection, treatment and disposal activities; materials recovery; remediation activities and other waste management services	105	80	1.0	32
37	Construction of buildings	85	56	0.7	22
38	Civil engineering	103	68	0.9	27
39	Site preparation, building completion and finishing	218	201	2.6	80
40	Electrical, plumbing and other construction installation activities	165	155	2.0	62
41	Wholesale and retail trade and repair of motor vehicles and motorcycles	167	170	2.2	68
42	Wholesale trade, except of motor vehicles and motorcycles	358	295	3.8	118
43	Retail sale in non-specialised stores	72	80	1.0	32
44	Retail sale of food, beverages and tobacco in specialised stores	77	71	0.9	28
45	Retail sale of automotive fuel in specialised stores (filling stations)	16	10	0.1	4
46	Other specialised retail sale in stores	153	141	1.8	56
47	Dispensing chemist in specialised stores	29	18	0.2	7
48	Activities of opticians in specialised stores; retail sale of medical and orthopaedic goods in specialised stores	23	23	0.3	9
49	Retail sale via stalls and markets, mail order houses or Internet	77	52	0.7	21
50	Land transport and transport via pipelines, water transport, air transport	166	191	2.4	76
51	Warehousing and support activities for transportation	132	138	1.8	55
52	Postal and courier activities	21	24	0.3	10
53	Accommodation and food service activities	151	319	4.1	127
54	Publishing of books, periodicals and other publishing activities	52	51	0.7	20
55	Software publishing	11	13	0.2	5
56	Motion picture, video and television programme production, sound recording and music publishing activities; programming and broadcasting activities	57	44	0.6	18
57	Telecommunications	35	31	0.4	12
58	Computer programming, consultancy and related activities; information service activities	512	471	6.0	188
59	Financial service activities, except insurance and pension funding	325	290	3.7	116
60	Insurance, reinsurance and pension funding, except compulsory social security	65	59	0.8	24
61	Real estate activities	85	89	1.1	36
62	Legal and accounting activities	351	350	4.5	140
63	Activities of head offices; management consultancy activities	130	162	2.1	65
64	Architectural and engineering activities; technical testing and analysis	232	255	3.3	102
65	Scientific research and development	70	95	1.2	38
66	Advertising; market research and public opinion polling	78	112	1.4	45
67	Other professional, scientific and technical activities	65	101	1.3	40
68	Veterinary activities	26	23	0.3	9
69	Rental and leasing activities	32	34	0.4	14

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Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
	70	Activities of employment placement agencies	91	98	1.3	39
	71	Travel agency, tour operator and other reservation service and related activities	23	24	0.3	10
	72	Security and investigation activities	34	38	0.5	15
	73	Services to buildings and landscape activities	163	186	2.4	74
	74	Other office administrative, office support and business support activities	56	65	0.8	26
	75	Public administration and defence; compulsory social security	152	205	2.6	82
	76	Education	119	198	2.5	79
	77	Hospital activities	280	215	2.7	86
	78	General medical practice activities	71	72	0.9	29
	79	Specialist medical practice activities	147	180	2.3	72
	80	Dental practice activities	107	95	1.2	38
	81	Other human health activities	126	232	3.0	93
	82	Social work activities, residential care activities	210	264	3.4	106
	83	Arts, entertainment and recreation	89	152	1.9	61
	84	Activities of membership organisations	79	101	1.3	41
	85	Repair of computers and personal and household goods	10	12	0.2	5
	86	Other personal service activities	26	76	1.0	30
		Subsidiaries/ outlets				
419	1	Yes	2'921	2'727	34.8	1'090
	2	No	4'246	4'520	57.6	1'806
424 - 429		Total number of employees in company incl. subsidiaries (numerical) Total number of employees				
430 - 435		Number of employees at plant (without subsidiaries) (numerical) Number of employees at plant				
441 - 442		Turnover categories in previous fiscal year				
	1	Up to € 50,000	0	0	0.0	0
	2	More than € 50,000 to € 100,000	36	90	1.1	36
	3	More than € 100,000 to € 250,000	242	392	5.0	156
	4	More than € 250,000 to € 500,000	375	432	5.5	172
	5	More than € 500,000 to € 1 million	525	681	8.7	272
	6	More than € 1 million to € 2 million	729	768	9.8	307
	7	More than € 2 million to € 10 million	1'475	1'427	18.2	570
	8	More than € 10 million to € 25 million	764	702	9.0	281
	9	More than € 25 million to € 50 million	470	444	5.7	177
	10	More than € 50 million to € 100 million	502	441	5.6	176
	11	More than € 100 million to € 150 million	223	223	2.8	89
	12	More than € 150 million to € 250 million	275	242	3.1	97
	13	More than € 250 million	1'417	1'212	15.5	484
	14	No answer, no specification possible	134	194	2.5	77

Field(s) Code			Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
		Department in company				
		Commercial management				
445	1	Yes	6'964	6'992	89.2	2'794
	2	No	203	255	3.3	102
		Technical management				
446	1	Yes	5'242	4'975	63.5	1'988
	2	No	1'925	2'272	29.0	908
		HR human ressources, development, education				
447	1	Yes	6'391	6'313	80.5	2'523
	2	No	776	934	11.9	373
		Financing, accounting, statistics				
448	1	Yes	6'161	6'090	77.7	2'434
	2	No	1'006	1'157	14.8	462
		Law, Compliance, Ethics				
461	1	Yes	4'102	3'933	50.2	1'572
	2	No	3'065	3'314	42.3	1'324
		Data processing, IT				
449	1	Yes	5'626	5'489	70.0	2'194
	2	No	1'541	1'757	22.4	702
		Sales, distribution				
450	1	Yes	5'502	5'323	67.9	2'127
	2	No	1'665	1'923	24.5	769
		Marketing, customer care (CRM), advertising, market research				
451	1	Yes	5'694	5'585	71.2	2'232
	2	No	1'473	1'662	21.2	664
		Public relation				
452	1	Yes	4'613	4'598	58.6	1'837
	2	No	2'554	2'649	33.8	1'059
		Category management				
453	1	Yes	2'077	1'963	25.0	784
	2	No	5'090	5'284	67.4	2'112
		Purchasing, acquisition				
454	1	Yes	6'010	5'977	76.2	2'388
	2	No	1'157	1'270	16.2	508
		Logistics: materials management, warehousing, transportation, packaging				
455	1	Yes	4'911	4'704	60.0	1'880
	2	No	2'256	2'542	32.4	1'016
		Job preparation, process engineering, control, work organization				
456	1	Yes	5'380	5'244	66.9	2'096
	2	No	1'787	2'003	25.5	800
		Manufacturing, production, installation				
457	1	Yes	3'688	3'428	43.7	1'370
	2	No	3'479	3'819	48.7	1'526

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
458	1	Maintenance and repair, preparation of manufacturing resources Yes	4'213	3'981	50.8	1'591
	2	No	2'954	3'266	41.7	1'305
459	1	Development, construction, research, design, prototyping Yes	3'557	3'195	40.8	1'277
	2	No	3'610	4'052	51.7	1'619
460	1	Other department Yes	1'017	1'025	13.1	410
	2	No	6'150	6'222	79.4	2'486
403		Position in the company				
	1	Sole proprietor/ managing sole shareholder	1'612	1'865	23.8	745
	2	Majority holding: Co-owner/ director/ managing shareholder	732	644	8.2	258
	3	Minority holding: Co-owner/ director/ managing shareholder	219	183	2.3	73
	4	Managing director/ director without company shares	725	726	9.3	290
	5	Director, head official, production manager/ works manager	433	663	8.5	265
	6	Head of department/ authorised representative	1'702	1'749	22.3	699
	7	Functional department executive/ executive employee in an other function	1'744	1'416	18.1	566
Employees						
501 - 502		Main field of activity in department/ corporate sector				
	1	Commercial management	776	810	10.3	324
	2	Technical management	310	331	4.2	132
	3	HR human ressources, development, education	374	391	5.0	156
	4	Financing, accounting, statistics	332	287	3.7	115
	17	Law, Compliance, Ethics	82	75	1.0	30
	5	Data processing, IT	349	329	4.2	131
	6	Sales, distribution	451	450	5.7	180
	7	Marketing, customer care (CRM), advertising, market research	303	296	3.8	118
	8	Public relation	205	206	2.6	82
	9	Category management	22	20	0.3	8
	10	Purchasing, acquisition	98	104	1.3	42
	11	Logistics: materials management, warehousing, transportation, packaging	82	77	1.0	31
	12	Job preparation, process engineering, control, work organization	320	312	4.0	125
	13	Manufacturing, production, installation	252	244	3.1	97
	14	Maintenance and repair, preparation of manufacturing resources	129	112	1.4	45
	15	Development, construction, research, design, prototyping	432	426	5.4	170
	16	Other department	306	266	3.4	106
480		Position in the company				
	3	Minority holding: Co-owner/ director/ managing shareholder	219	183	2.3	73
	4	Managing director/ director without company shares	725	726	9.3	290
	5	Director, head official, production manager/ works manager	433	663	8.5	265
	6	Head of department/ authorised representative	1'702	1'749	22.3	699
	7	Functional department executive/ executive employee in an other function	1'744	1'416	18.1	566

Field(s)		Code		Cases un- weighted	Decision-maker Cases %	Proj. thou.	
					weighted		
Description of occupational function (employee)							
481	2	Employee with independent, (limited) responsible positions: e.g. project manager, ward physician, consultant		1'857	1'668	21.3	666
	3	Employee with management duties and decision-making authority: e.g. chief physician, managing director, head of department, director		2'966	3'069	39.2	1'227
Management level							
503	1	First level (top management)		1'160	1'155	14.7	461
	2	Second level		1'843	1'939	24.7	775
	3	Third level		1'490	1'346	17.2	538
	4	Fourth level		218	196	2.5	78
	5	Ohter level		112	101	1.3	40
Management function in company							
Commercial management							
482	1	Overall management		744	775	9.9	310
	2	Head of division		778	823	10.5	329
	3	No management function		3'159	2'965	37.8	1'185
	4	Does not exist in company		142	174	2.2	70
Technical management							
483	1	Overall management		449	469	6.0	187
	2	Head of division		564	566	7.2	226
	3	No management function		2'813	2'567	32.7	1'026
	4	Does not exist in company		997	1'135	14.5	454
HR human ressources, development, education							
484	1	Overall management		697	749	9.6	299
	2	Head of division		1'120	1'135	14.5	454
	3	No management function		2'730	2'540	32.4	1'015
	4	Does not exist in company		276	313	4.0	125
Financing, accounting, statistics							
485	1	Overall management		602	620	7.9	248
	2	Head of division		804	775	9.9	310
	3	No management function		3'078	2'954	37.7	1'180
	4	Does not exist in company		339	388	4.9	155
Law, Compliance, Ethics							
498	1	Overall management		304	309	3.9	123
	2	Head of division		359	349	4.5	140
	3	No management function		2'486	2'326	29.7	930
	4	Does not exist in company		1'674	1'753	22.4	700
Data processing, IT							
486	1	Overall management		498	517	6.6	207
	2	Head of division		730	734	9.4	293
	3	No management function		3'035	2'837	36.2	1'134
	4	Does not exist in company		560	649	8.3	259
Sales, distribution							
487	1	Overall management		618	606	7.7	242
	2	Head of division		805	806	10.3	322
	3	No management function		2'543	2'345	29.9	937
	4	Does not exist in company		857	979	12.5	391
Marketing, customer care (CRM), advertising, market research							
488	1	Overall management		619	649	8.3	259
	2	Head of division		871	887	11.3	354
	3	No management function		2'643	2'441	31.1	975
	4	Does not exist in company		690	761	9.7	304

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
		Public relation				
489	1	Overall management	567	587	7.5	235
	2	Head of division	593	620	7.9	248
	3	No management function	2'447	2'280	29.1	911
	4	Does not exist in company	1'216	1'250	15.9	499
		Category management				
490	1	Overall management	100	102	1.3	41
	2	Head of division	198	207	2.6	83
	3	No management function	1'295	1'144	14.6	457
	4	Does not exist in company	3'230	3'284	41.9	1'312
		Purchasing, acquisition				
491	1	Overall management	446	490	6.3	196
	2	Head of division	820	815	10.4	326
	3	No management function	2'999	2'789	35.6	1'114
	4	Does not exist in company	558	643	8.2	257
		Logistics: materials management, warehousing, transportation, packaging				
492	1	Overall management	323	328	4.2	131
	2	Head of division	699	656	8.4	262
	3	No management function	2'528	2'282	29.1	912
	4	Does not exist in company	1'273	1'471	18.8	588
		Job preparation, process engineering, control, work organization				
493	1	Overall management	543	577	7.4	231
	2	Head of division	1'001	960	12.2	383
	3	No management function	2'141	1'968	25.1	786
	4	Does not exist in company	1'138	1'233	15.7	493
		Manufacturing, production, installation				
494	1	Overall management	322	313	4.0	125
	2	Head of division	511	459	5.9	183
	3	No management function	1'870	1'683	21.5	672
	4	Does not exist in company	2'120	2'282	29.1	912
		Maintenance and repair, preparation of manufacturing resources				
495	1	Overall management	304	303	3.9	121
	2	Head of division	556	548	7.0	219
	3	No management function	2'375	2'143	27.3	857
	4	Does not exist in company	1'588	1'743	22.2	696
		Development, construction, research, design, prototyping				
496	1	Overall management	300	297	3.8	119
	2	Head of division	669	633	8.1	253
	3	No management function	1'854	1'678	21.4	671
	4	Does not exist in company	2'000	2'128	27.1	850
		Other department				
497	1	Overall management	211	205	2.6	82
	2	Head of division	239	218	2.8	87
	3	No management function	386	369	4.7	147
	4	Does not exist in company	3'987	3'945	50.3	1'576

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
		Income is made up of elements (e.g. fixed salary and/or bonus and/or stock options)				
507	1	Yes	3'052	2'874	36.7	1'149
	2	No	1'771	1'863	23.8	744
		Total personal monthly net income				
510	4	€ 3,800 to less than € 4,000	621	572	7.3	229
	5	€ 4,000 to less than € 5,000	1'937	2'103	26.8	840
	6	€ 5,000 to less than € 7,000	1'211	1'407	17.9	562
	7	€ 7,000 to less than € 10,000	564	339	4.3	136
	8	€ 10,000 and more	490	315	4.0	126
		Total personal monthly net income				
508	4	€ 3,800 to less than € 4,000	621	572	7.3	229
	5	€ 4,000 to less than € 5,000	1'937	2'103	26.8	840
	6	€ 5,000 to less than € 7,000	1'211	1'407	17.9	562
	7	€ 7,000 and more	1'054	655	8.4	262
		Independent professionals				
		Main branch of industry/ Industrial sector				
541 - 542	62	Legal and accounting activities	303	278	3.5	111
	63	Activities of head offices; management consultancy activities	27	16	0.2	6
	64	Architectural and engineering activities; technical testing and analysis	127	103	1.3	41
	65	Scientific research and development	4	2	0.0	1
	66	Advertising; market research and public opinion polling	26	40	0.5	16
	67	Other professional, scientific and technical activities	39	60	0.8	24
	68	Veterinary activities	26	23	0.3	9
	78	General medical practice activities	70	71	0.9	28
	79	Specialist medical practice activities	130	167	2.1	67
	80	Dental practice activities	104	91	1.2	37
	81	Other human health activities	108	206	2.6	82
	83	Arts, entertainment and recreation	33	59	0.8	24

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
Civil servants						
Remuneration category						
603	1	B11 - B5, R10 - R5	19	10	0.1	4
	2	B4, B3, R4, R3, C4, W3	91	48	0.6	19
	3	B2, B1	22	13	0.2	5
	4	A16, R2, C3, W2	116	110	1.4	44
	5	A15, R1, C2, W1	178	184	2.4	74
	6	A14, C1	247	227	2.9	91
Field of activity						
604 - 605	1	Political leadership and central administration, foreign affairs	122	98	1.2	39
606 - 607	2	Defence	17	17	0.2	7
608 - 609	3	Public security and order	73	68	0.9	27
610 - 611	4	Legal protection/ courts/ prosecution	54	49	0.6	19
612 - 613	5	Financial administration	37	31	0.4	13
614 - 615	6	Primary, secondary, vocational school	207	208	2.6	83
616 - 617	7	High schools, universities	115	87	1.1	35
618 - 619	8	Other educational affairs, science, research, cultural affairs	56	47	0.6	19
620 - 621	9	Social security, family and youth, employment policy	37	32	0.4	13
622 - 623	10	Health, sport, recreation	43	42	0.5	17
624 - 625	11	Housing, regional administration and services	36	31	0.4	12
626 - 627	12	Food, agriculture, forests	18	17	0.2	7
628 - 629	13	Energy and water management, trade, services	22	22	0.3	9
630 - 631	14	Traffic and communications	29	31	0.4	12
632 - 633	15	Legally not independent businesses	9	10	0.1	4
Main field of activity						
634 - 635	1	Political leadership and central administration, foreign affairs	101	77	1.0	31
	2	Defence	16	15	0.2	6
	3	Public security and order	44	42	0.5	17
	4	Legal protection/ courts/ prosecution	48	43	0.5	17
	5	Financial administration	26	23	0.3	9
	6	Primary, secondary, vocational school	197	196	2.5	78
	7	High schools, universities	106	78	1.0	31
	8	Other educational affairs, science, research, cultural affairs	33	27	0.3	11
	9	Social security, family and youth, employment policy	20	18	0.2	7
	10	Health, sport, recreation	17	15	0.2	6
	11	Housing, regional administration and services	20	16	0.2	6
	12	Food, agriculture, forests	11	8	0.1	3
	13	Energy and water management, trade, services	9	8	0.1	3
	14	Traffic and communications	20	20	0.3	8
	15	Legally not independent businesses	5	6	0.1	2

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
651 - 652		Branch of industry/ Industrial sector				
653 - 654		(1st response = main branch)				
655 - 656	1	Agriculture and forestry, fishing and aquaculture	4	2	0.0	1
	32	Other manufacturing	1	1	0.0	0
	34	Electricity, gas, steam and air conditioning supply	1	1	0.0	0
	35	Water collection, treatment and supply	1	1	0.0	0
	36	Sewerage; waste collection, treatment and disposal activities; materials recovery; remediation activities and other waste management services	1	1	0.0	0
	38	Civil engineering	1	1	0.0	0
	50	Land transport and transport via pipelines, water transport, air transport	2	2	0.0	1
	51	Warehousing and support activities for transportation	1	1	0.0	0
	52	Postal and courier activities	2	2	0.0	1
	57	Telecommunications	1	1	0.0	0
	59	Financial service activities, except insurance and pension funding	2	2	0.0	1
	61	Real estate activities	1	1	0.0	1
	64	Architectural and engineering activities; technical testing and analysis	4	4	0.0	1
	65	Scientific research and development	7	5	0.1	2
	75	Public administration and defence; compulsory social security	329	290	3.7	116
	76	Education	300	270	3.4	108
	77	Hospital activities	1	1	0.0	0
	82	Social work activities, residential care activities	2	1	0.0	1
	83	Arts, entertainment and recreation	7	5	0.1	2
	84	Activities of membership organisations	26	20	0.3	8
		Involved in decision-making for purchases/ investments				
638	1	Make recommendations what should be purchased	448	402	5.1	160
639	2	Collect offers on request	243	221	2.8	88
640	3	Decide from whom and which offers are to be collected	324	281	3.6	112
641	4	Decide what will be purchased and/or involved in the decision	462	399	5.1	159
642	5	Authorised to sign even if not solely	365	314	4.0	126
643	6	None of these categories	30	28	0.4	11
644	7	No purchase in my area	24	19	0.2	7

Field(s)		Code		Cases un- weighted	Cases	Decision-maker % weighted	Proj. thou.
Main questionnaire							
General: economic development within the next 12 months							
1215	1	Better		1'424	1'320	16.8	528
	2	Worse		3'275	3'371	43.0	1'347
	3	Unchanged		2'999	3'013	38.4	1'204
	4	No answer		142	135	1.7	54
Own company: economic development within the next 12 months							
1216	1	Better		2'282	2'153	27.5	860
	2	Worse		1'379	1'441	18.4	576
	3	Unchanged		3'419	3'577	45.6	1'429
	4	No answer/ civil servants		760	669	8.5	267
Reading longer texts							
1232	1	Rather on paper		3'954	3'885	49.6	1'552
	2	Rather on screen		915	949	12.1	379
	3	Nothing to choose		2'963	2'997	38.2	1'198
	4	No answer		8	9	0.1	4
Interest in editorial topics							
Politics							
1233	1	Very interested		3'578	3'425	43.7	1'369
	2	Interested		3'450	3'517	44.9	1'406
	3	Rather not interested		774	852	10.9	340
	4	No answer		38	45	0.6	18
Economy							
1234	1	Very interested		3'664	3'500	44.6	1'399
	2	Interested		3'396	3'502	44.7	1'399
	3	Rather not interested		736	785	10.0	314
	4	No answer		44	53	0.7	21
Financial and capital markets							
1222	1	Very interested		2'217	2'066	26.4	826
	2	Interested		3'508	3'534	45.1	1'412
	3	Rather not interested		2'070	2'195	28.0	877
	4	No answer		45	45	0.6	18
Jobs and careers							
1220	1	Very interested		3'104	3'147	40.1	1'258
	2	Interested		3'130	3'127	39.9	1'250
	3	Rather not interested		1'573	1'529	19.5	611
	4	No answer		33	37	0.5	15
Sports							
1219	1	Very interested		2'619	2'717	34.6	1'086
	2	Interested		3'026	2'948	37.6	1'178
	3	Rather not interested		2'181	2'162	27.6	864
	4	No answer		14	13	0.2	5
Local reporting							
1221	1	Very interested		3'518	3'529	45.0	1'410
	2	Interested		3'371	3'384	43.2	1'352
	3	Rather not interested		934	910	11.6	363
	4	No answer		17	17	0.2	7

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
1224		Mobility, traffic				
	1	Very interested	2'033	2'060	26.3	823
	2	Interested	3'815	3'770	48.1	1'506
	3	Rather not interested	1'939	1'956	25.0	782
	4	No answer	53	53	0.7	21
1235		Science, research, innovative technologies				
	1	Very interested	3'398	3'240	41.3	1'295
	2	Interested	3'528	3'583	45.7	1'432
	3	Rather not interested	866	965	12.3	386
	4	No answer	48	52	0.7	21
1230		Nature, climate, environment, sustainability				
	1	Very interested	3'118	3'080	39.3	1'231
	2	Interested	3'919	3'934	50.2	1'572
	3	Rather not interested	772	800	10.2	320
	4	No answer	31	26	0.3	11
1225		Travel				
	1	Very interested	2'865	2'862	36.5	1'144
	2	Interested	3'579	3'549	45.3	1'418
	3	Rather not interested	1'361	1'397	17.8	558
	4	No answer	35	32	0.4	13
1229		Culture/ feuilleton				
	1	Very interested	1'504	1'500	19.1	600
	2	Interested	3'675	3'609	46.0	1'442
	3	Rather not interested	2'590	2'662	33.9	1'064
	4	No answer	71	69	0.9	27

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
Magazines/ Newspapers						
Already read or browsed						
Brand eins						
1001	1	Yes	1'126	1'079	13.8	431
	2	No	6'714	6'761	86.2	2'702
Capital						
1002	1	Yes	1'773	1'648	21.0	659
	2	No	6'067	6'192	79.0	2'474
Handwerk Magazin						
1006	1	Yes	1'128	1'057	13.5	423
	2	No	6'712	6'783	86.5	2'710
Manager Magazin						
1008	1	Yes	2'204	1'969	25.1	787
	2	No	5'636	5'871	74.9	2'346
Markt und Mittelstand						
1009	1	Yes	1'490	1'333	17.0	533
	2	No	6'350	6'507	83.0	2'600
c't Magazin						
1010	1	Yes	1'147	1'119	14.3	447
	2	No	6'693	6'721	85.7	2'686
VDI Nachrichten						
1016	1	Yes	1'459	1'317	16.8	526
	2	No	6'381	6'523	83.2	2'607
Focus						
1011	1	Yes	4'039	4'044	51.6	1'616
	2	No	3'801	3'796	48.4	1'517
Focus Money						
1012	1	Yes	1'579	1'537	19.6	614
	2	No	6'261	6'303	80.4	2'519
Frankfurter Allgemeine Sonntagszeitung						
1013	1	Yes	1'647	1'597	20.4	638
	2	No	6'193	6'243	79.6	2'495
Der Spiegel						
1014	1	Yes	4'898	4'870	62.1	1'946
	2	No	2'942	2'970	37.9	1'187
Stern						
1015	1	Yes	4'117	4'209	53.7	1'682
	2	No	3'723	3'631	46.3	1'451
Welt am Sonntag (WamS/ WamS Kompakt)						
1028	1	Yes	2'263	2'177	27.8	870
	2	No	5'577	5'663	72.2	2'263
Wirtschaftswoche						
1018	1	Yes	2'871	2'652	33.8	1'060
	2	No	4'969	5'188	66.2	2'073

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
1019	1	Die Zeit Yes	3'031	3'009	38.4	1'202
	2	No	4'809	4'831	61.6	1'931
1023	1	Frankfurter Allgemeine Zeitung Yes	3'151	3'009	38.4	1'202
	2	No	4'689	4'831	61.6	1'931
1021	1	Handelsblatt Yes	2'975	2'765	35.3	1'105
	2	No	4'865	5'075	64.7	2'028
1024	1	Süddeutsche Zeitung Yes	3'430	3'361	42.9	1'343
	2	No	4'410	4'479	57.1	1'790
1022	1	Tagesspiegel (Tagesspiegel/ PNN) Yes	1'189	1'118	14.3	447
	2	No	6'651	6'722	85.7	2'686
1026	1	Die Welt Yes	2'674	2'643	33.7	1'056
	2	No	5'166	5'197	66.3	2'077

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
		Maximum readership				
1121	1	Brand eins	783	744	9.5	297
1122	1	Capital	1'245	1'140	14.5	455
1126	1	Handwerk Magazin	900	811	10.3	324
1128	1	Manager Magazin	1'709	1'495	19.1	597
1129	1	Markt und Mittelstand	1'124	987	12.6	395
1130	1	c't Magazin	807	786	10.0	314
1136	1	VDI Nachrichten	1'151	1'010	12.9	404
1131	1	Focus	2'559	2'503	31.9	1'000
1132	1	Focus Money	918	878	11.2	351
1133	1	Frankfurter Allgemeine Sonntagszeitung	1'005	944	12.0	377
1134	1	Der Spiegel	3'621	3'571	45.5	1'427
1135	1	Stern	2'517	2'634	33.6	1'053
1148	1	Welt am Sonntag (WamS/ WamS Kompakt)	1'384	1'296	16.5	518
1138	1	Wirtschaftswoche	1'838	1'658	21.2	663
1139	1	Die Zeit	2'014	2'018	25.7	807
1143	1	Frankfurter Allgemeine Zeitung	1'472	1'376	17.6	550
1141	1	Handelsblatt	1'655	1'494	19.1	597
1144	1	Süddeutsche Zeitung	1'816	1'740	22.2	696
1142	1	Tagesspiegel (Tagesspiegel/ PNN)	485	441	5.6	176
1146	1	Die Welt	1'226	1'166	14.9	466
		Readers per issue (AIR)				
1151	1	Brand eins	316	308	3.9	123
1152	1	Capital	541	481	6.1	192
1156	1	Handwerk Magazin	524	453	5.8	181
1158	1	Manager Magazin	811	693	8.8	277
1159	1	Markt und Mittelstand	556	477	6.1	191
1160	1	c't Magazin	404	404	5.1	161
1166	1	VDI Nachrichten	700	619	7.9	247
1161	1	Focus	1'098	1'102	14.1	441
1162	1	Focus Money	388	371	4.7	148
1163	1	Frankfurter Allgemeine Sonntagszeitung	477	425	5.4	170
1164	1	Der Spiegel	1'883	1'818	23.2	726
1165	1	Stern	971	1'015	12.9	406
1178	1	Welt am Sonntag (WamS/ WamS Kompakt)	582	557	7.1	223
1168	1	Wirtschaftswoche	773	666	8.5	266
1169	1	Die Zeit	918	897	11.4	358
1173	1	Frankfurter Allgemeine Zeitung	725	628	8.0	251
1171	1	Handelsblatt	850	730	9.3	292
1174	1	Süddeutsche Zeitung	979	905	11.5	361
1172	1	Tagesspiegel (Tagesspiegel/ PNN)	274	246	3.1	98
1176	1	Die Welt	547	489	6.2	196

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
		Long time filter				
		Brand eins				
1031	1	Within last 12 months	783	744	9.5	297
	2	1 to 2 years ago	249	248	3.2	99
	3	Longer ago	94	86	1.1	35
		Capital				
1032	1	Within last 12 months	1'245	1'140	14.5	455
	2	1 to 2 years ago	367	367	4.7	147
	3	Longer ago	161	142	1.8	57
		Handwerk Magazin				
1036	1	Within last 12 months	900	811	10.3	324
	2	1 to 2 years ago	157	186	2.4	74
	3	Longer ago	71	61	0.8	24
		Manager Magazin				
1038	1	Within last 12 months	1'709	1'495	19.1	597
	2	1 to 2 years ago	365	350	4.5	140
	3	Longer ago	130	124	1.6	50
		Markt und Mittelstand				
1039	1	Within last 12 months	1'124	987	12.6	395
	2	1 to 2 years ago	254	234	3.0	94
	3	Longer ago	112	111	1.4	44
		c't Magazin				
1040	1	Within the last 6 months	807	786	10.0	314
	2	Within the last 6 to 12 months	232	224	2.9	90
	3	Longer ago	108	109	1.4	43
		VDI Nachrichten				
1046	1	Within the last 6 months	1'151	1'010	12.9	404
	2	Within the last 6 to 12 months	205	211	2.7	84
	3	Longer ago	103	96	1.2	38
		Focus				
1041	1	Within the last 3 months	2'559	2'503	31.9	1'000
	2	Within the last 3 to 6 months	926	965	12.3	386
	3	Longer ago	554	576	7.4	230
		Focus Money				
1042	1	Within the last 3 months	918	878	11.2	351
	2	Within the last 3 to 6 months	386	374	4.8	149
	3	Longer ago	275	284	3.6	114
		Frankfurter Allgemeine Sonntagszeitung				
1043	1	Within the last 3 months	1'005	944	12.0	377
	2	Within the last 3 to 6 months	372	371	4.7	148
	3	Longer ago	270	281	3.6	112
		Der Spiegel				
1044	1	Within the last 3 months	3'621	3'571	45.5	1'427
	2	Within the last 3 to 6 months	925	925	11.8	370
	3	Longer ago	352	374	4.8	150
		Stern				
1045	1	Within the last 3 months	2'517	2'634	33.6	1'053
	2	Within the last 3 to 6 months	973	958	12.2	383
	3	Longer ago	627	617	7.9	246

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
1058	1	Welt am Sonntag (WamS/ WamS Kompakt)				
		Within the last 3 months	1'384	1'296	16.5	518
		Within the last 3 to 6 months	563	551	7.0	220
	3	Longer ago	316	330	4.2	132
1048	1	Wirtschaftswoche				
		Within the last 3 months	1'838	1'658	21.2	663
		Within the last 3 to 6 months	657	643	8.2	257
	3	Longer ago	376	351	4.5	140
1049	1	Die Zeit				
		Within the last 3 months	2'014	2'018	25.7	807
		Within the last 3 to 6 months	651	641	8.2	256
	3	Longer ago	366	350	4.5	140
1053	1	Frankfurter Allgemeine Zeitung				
		Within last fortnight	1'472	1'376	17.6	550
		2 to 4 weeks ago	700	699	8.9	279
	3	Longer ago	979	933	11.9	373
1051	1	Handelsblatt				
		Within last fortnight	1'655	1'494	19.1	597
		2 to 4 weeks ago	598	566	7.2	226
	3	Longer ago	722	704	9.0	281
1054	1	Süddeutsche Zeitung				
		Within last fortnight	1'816	1'740	22.2	696
		2 to 4 weeks ago	698	728	9.3	291
	3	Longer ago	916	893	11.4	357
1052	1	Tagesspiegel (Tagesspiegel/ PNN)				
		Within last fortnight	485	441	5.6	176
		2 to 4 weeks ago	352	317	4.0	127
	3	Longer ago	352	360	4.6	144
1056	1	Die Welt				
		Within last fortnight	1'226	1'166	14.9	466
		2 to 4 weeks ago	647	651	8.3	260
	3	Longer ago	801	826	10.5	330

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
					weighted	
		Frequency of reading				
		Brand eins				
1061	1	1 issue	84	86	1.1	34
	2	2 - 3 issues	251	235	3.0	94
	3	4 - 5 issues	160	144	1.8	58
	4	6 - 7 issues	143	128	1.6	51
	5	8 - 9 issues	66	78	1.0	31
	6	10 - 11 issues	11	12	0.2	5
	7	12 issues	68	61	0.8	24
		Capital				
1062	1	1 issue	139	126	1.6	50
	2	2 - 3 issues	332	298	3.8	119
	3	4 - 5 issues	253	236	3.0	94
	4	6 - 7 issues	216	209	2.7	84
	5	8 - 9 issues	128	109	1.4	43
	6	10 - 11 issues	54	51	0.7	21
	7	12 issues	123	110	1.4	44
		Handwerk Magazin				
1066	1	1 issue	49	65	0.8	26
	2	2 - 3 issues	156	137	1.7	55
	3	4 - 5 issues	162	136	1.7	54
	4	6 - 7 issues	188	170	2.2	68
	5	8 - 9 issues	133	106	1.3	42
	6	10 - 11 issues	74	54	0.7	22
	7	12 issues	138	143	1.8	57
		Manager Magazin				
1068	1	1 issue	121	128	1.6	51
	2	2 - 3 issues	440	389	5.0	156
	3	4 - 5 issues	389	317	4.0	127
	4	6 - 7 issues	317	269	3.4	107
	5	8 - 9 issues	197	164	2.1	66
	6	10 - 11 issues	93	83	1.1	33
	7	12 issues	152	144	1.8	57
		Markt und Mittelstand				
1069	1	1 issue	80	71	0.9	28
	2	2 - 3 issues	237	221	2.8	88
	3	4 - 5 issues	261	228	2.9	91
	4	6 - 7 issues	262	218	2.8	87
	5	8 - 9 issues	156	125	1.6	50
	6	10 - 11 issues	70	65	0.8	26
	7	12 issues	58	60	0.8	24
		c't Magazin				
1070	1	1 issue	72	68	0.9	27
	2	2 - 3 issues	163	149	1.9	60
	3	4 - 5 issues	154	138	1.8	55
	4	6 - 7 issues	164	168	2.1	67
	5	8 - 9 issues	112	119	1.5	48
	6	10 - 11 issues	40	37	0.5	15
	7	12 issues	102	106	1.4	42
		VDI Nachrichten				
1076	1	1 issue	43	41	0.5	16
	2	2 - 3 issues	140	129	1.6	51
	3	4 - 5 issues	183	157	2.0	63
	4	6 - 7 issues	257	232	3.0	93
	5	8 - 9 issues	198	180	2.3	72
	6	10 - 11 issues	115	93	1.2	37
	7	12 issues	215	178	2.3	71

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
Focus						
1071	1	1 issue	252	229	2.9	92
	2	2 - 3 issues	598	593	7.6	237
	3	4 - 5 issues	482	466	5.9	186
	4	6 - 7 issues	445	431	5.5	172
	5	8 - 9 issues	282	268	3.4	107
	6	10 - 11 issues	172	161	2.1	64
	7	12 issues	328	353	4.5	141
Focus Money						
1072	1	1 issue	85	80	1.0	32
	2	2 - 3 issues	183	182	2.3	73
	3	4 - 5 issues	164	149	1.9	60
	4	6 - 7 issues	199	186	2.4	74
	5	8 - 9 issues	156	140	1.8	56
	6	10 - 11 issues	41	42	0.5	17
	7	12 issues	90	99	1.3	40
Frankfurter Allgemeine Sonntagszeitung						
1073	1	1 issue	108	110	1.4	44
	2	2 - 3 issues	227	205	2.6	82
	3	4 - 5 issues	176	193	2.5	77
	4	6 - 7 issues	155	134	1.7	54
	5	8 - 9 issues	117	109	1.4	43
	6	10 - 11 issues	62	57	0.7	23
	7	12 issues	160	135	1.7	54
Der Spiegel						
1074	1	1 issue	271	285	3.6	114
	2	2 - 3 issues	708	759	9.7	303
	3	4 - 5 issues	622	606	7.7	242
	4	6 - 7 issues	619	619	7.9	247
	5	8 - 9 issues	502	460	5.9	184
	6	10 - 11 issues	296	263	3.4	105
	7	12 issues	603	579	7.4	231
Stern						
1075	1	1 issue	315	325	4.2	130
	2	2 - 3 issues	653	694	8.8	277
	3	4 - 5 issues	484	496	6.3	198
	4	6 - 7 issues	436	441	5.6	176
	5	8 - 9 issues	282	291	3.7	116
	6	10 - 11 issues	118	119	1.5	48
	7	12 issues	229	268	3.4	107
Welt am Sonntag (WamS/ WamS Kompakt)						
1088	1	1 issue	137	122	1.6	49
	2	2 - 3 issues	344	322	4.1	129
	3	4 - 5 issues	283	271	3.5	108
	4	6 - 7 issues	258	250	3.2	100
	5	8 - 9 issues	132	127	1.6	51
	6	10 - 11 issues	58	45	0.6	18
	7	12 issues	172	158	2.0	63
Wirtschaftswoche						
1078	1	1 issue	139	124	1.6	50
	2	2 - 3 issues	364	341	4.4	136
	3	4 - 5 issues	403	377	4.8	151
	4	6 - 7 issues	365	332	4.2	133
	5	8 - 9 issues	257	207	2.6	83
	6	10 - 11 issues	127	117	1.5	47
	7	12 issues	183	159	2.0	64

Field(s)		Code		Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
Die Zeit							
1079	1	1 issue		188	196	2.5	78
	2	2 - 3 issues		445	469	6.0	187
	3	4 - 5 issues		417	430	5.5	172
	4	6 - 7 issues		340	318	4.1	127
	5	8 - 9 issues		220	216	2.8	86
	6	10 - 11 issues		99	94	1.2	38
	7	12 issues		305	295	3.8	118
Frankfurter Allgemeine Zeitung							
1083	1	1 issue		106	97	1.2	39
	2	2 - 3 issues		282	302	3.9	121
	3	4 - 5 issues		198	188	2.4	75
	4	6 - 7 issues		269	249	3.2	100
	5	8 - 9 issues		196	196	2.5	78
	6	10 - 11 issues		186	151	1.9	60
	7	12 issues		235	193	2.5	77
Handelsblatt							
1081	1	1 issue		96	82	1.0	33
	2	2 - 3 issues		267	252	3.2	101
	3	4 - 5 issues		290	276	3.5	110
	4	6 - 7 issues		288	264	3.4	105
	5	8 - 9 issues		332	279	3.6	112
	6	10 - 11 issues		172	151	1.9	60
	7	12 issues		210	190	2.4	76
Süddeutsche Zeitung							
1084	1	1 issue		87	90	1.1	36
	2	2 - 3 issues		311	312	4.0	125
	3	4 - 5 issues		282	273	3.5	109
	4	6 - 7 issues		270	245	3.1	98
	5	8 - 9 issues		283	280	3.6	112
	6	10 - 11 issues		219	197	2.5	79
	7	12 issues		364	343	4.4	137
Tagesspiegel (Tagesspiegel/ PNN)							
1082	1	1 issue		27	21	0.3	8
	2	2 - 3 issues		77	80	1.0	32
	3	4 - 5 issues		85	75	1.0	30
	4	6 - 7 issues		62	54	0.7	21
	5	8 - 9 issues		76	81	1.0	33
	6	10 - 11 issues		57	45	0.6	18
	7	12 issues		101	85	1.1	34
Die Welt							
1086	1	1 issue		123	116	1.5	46
	2	2 - 3 issues		232	234	3.0	93
	3	4 - 5 issues		239	257	3.3	103
	4	6 - 7 issues		245	230	2.9	92
	5	8 - 9 issues		162	135	1.7	54
	6	10 - 11 issues		99	96	1.2	38
	7	12 issues		126	99	1.3	39

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
Short time filter						
Brand eins						
1091	1	Within last 4 weeks	316	308	3.9	123
	2	1 to 2 months ago	198	183	2.3	73
	3	2 to 3 months ago	148	133	1.7	53
	4	Longer ago	121	120	1.5	48
Capital						
1092	1	Within last 4 weeks	541	481	6.1	192
	2	1 to 2 months ago	295	288	3.7	115
	3	2 to 3 months ago	217	198	2.5	79
	4	Longer ago	192	173	2.2	69
Handwerk Magazin						
1096	1	Within last 4 weeks	524	453	5.8	181
	2	1 to 2 months ago	176	159	2.0	64
	3	2 to 3 months ago	113	108	1.4	43
	4	Longer ago	87	90	1.2	36
Manager Magazin						
1098	1	Within last 4 weeks	811	693	8.8	277
	2	1 to 2 months ago	412	344	4.4	138
	3	2 to 3 months ago	260	248	3.2	99
	4	Longer ago	226	209	2.7	84
Markt und Mittelstand						
1099	1	Within last 4 weeks	556	477	6.1	191
	2	1 to 2 months ago	277	262	3.3	105
	3	2 to 3 months ago	173	155	2.0	62
	4	Longer ago	118	93	1.2	37
c't Magazin						
1100	1	Within last 14 days	404	404	5.1	161
	2	14 days to 4 weeks ago	178	164	2.1	65
	3	4 to 6 weeks ago	134	141	1.8	56
	4	Longer ago	91	78	1.0	31
VDI Nachrichten						
1106	1	Within last 14 days	700	619	7.9	247
	2	14 days to 4 weeks ago	244	211	2.7	84
	3	4 to 6 weeks ago	138	120	1.5	48
	4	Longer ago	69	60	0.8	24
Focus						
1101	1	Within last 7 days	1'098	1'102	14.1	441
	2	8 to 14 days ago	569	559	7.1	224
	3	2 to 3 weeks ago	489	476	6.1	190
	4	Longer ago	403	365	4.7	146
Focus Money						
1102	1	Within last 7 days	388	371	4.7	148
	2	8 to 14 days ago	238	229	2.9	92
	3	2 to 3 weeks ago	163	150	1.9	60
	4	Longer ago	129	128	1.6	51
Frankfurter Allgemeine Sonntagszeitung						
1103	1	Within last 7 days	477	425	5.4	170
	2	8 to 14 days ago	196	203	2.6	81
	3	2 to 3 weeks ago	168	164	2.1	65
	4	Longer ago	164	152	1.9	61

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
1104		Der Spiegel				
	1	Within last 7 days	1'883	1'818	23.2	726
	2	8 to 14 days ago	738	740	9.4	296
	3	2 to 3 weeks ago	521	524	6.7	209
4	Longer ago	479	488	6.2	195	
1105		Stern				
	1	Within last 7 days	971	1'015	12.9	406
	2	8 to 14 days ago	554	595	7.6	238
	3	2 to 3 weeks ago	510	531	6.8	212
4	Longer ago	482	493	6.3	197	
1118		Welt am Sonntag (WamS/ WamS Kompakt)				
	1	Within last 7 days	582	557	7.1	223
	2	8 to 14 days ago	297	274	3.5	109
	3	2 to 3 weeks ago	260	248	3.2	99
4	Longer ago	245	217	2.8	87	
1108		Wirtschaftswoche				
	1	Within last 7 days	773	666	8.5	266
	2	8 to 14 days ago	465	426	5.4	170
	3	2 to 3 weeks ago	340	335	4.3	134
4	Longer ago	260	232	3.0	93	
1109		Die Zeit				
	1	Within last 7 days	918	897	11.4	358
	2	8 to 14 days ago	460	490	6.2	196
	3	2 to 3 weeks ago	344	340	4.3	136
4	Longer ago	292	292	3.7	117	
1113		Frankfurter Allgemeine Zeitung				
	1	Yesterday	667	570	7.3	228
	2	The day before yesterday	256	260	3.3	104
	3	3 days ago	244	241	3.1	96
4	Longer ago	305	304	3.9	122	
1111		Handelsblatt				
	1	Yesterday	666	566	7.2	226
	2	The day before yesterday	264	252	3.2	101
	3	3 days ago	361	311	4.0	124
4	Longer ago	364	365	4.7	146	
1114		Süddeutsche Zeitung				
	1	Yesterday	898	833	10.6	333
	2	The day before yesterday	308	306	3.9	122
	3	3 days ago	257	251	3.2	100
4	Longer ago	353	351	4.5	140	
1112		Tagesspiegel (Tagesspiegel/ PNN)				
	1	Yesterday	271	243	3.1	97
	2	The day before yesterday	77	82	1.0	33
	3	3 days ago	49	38	0.5	15
4	Longer ago	88	79	1.0	32	
1116		Die Welt				
	1	Yesterday	422	371	4.7	148
	2	The day before yesterday	250	237	3.0	95
	3	3 days ago	239	246	3.1	98
4	Longer ago	315	311	4.0	124	

Field(s)	Code		Cases un- weighted	Cases	Decision-maker % weighted	Proj. thou.
Chamber of commerce magazines						
Already read or browsed						
1242	1	Yes	3'428	3'344	42.7	1'336
	2	No	4'367	4'456	56.8	1'781
	3	No answer	45	40	0.5	16
Frequency of reading						
1243	1	Every/ almost every issue	1'216	1'165	14.9	465
	2	About every 2nd issue	861	814	10.4	325
	3	About every 3rd to 4th issue	685	696	8.9	278
	4	Less often	647	655	8.4	262
	5	No answer	64	54	0.7	21
Internet/ online services						
Internet usage - last 3 months						
Desktop PC						
1244	1	Yes	6'561	6'573	83.8	2'627
	2	No	1'279	1'267	16.2	506
Notebook/ Laptop						
1245	1	Yes	7'234	7'162	91.3	2'862
	2	No	606	678	8.7	271
Tablet (z.B. iPad)						
1246	1	Yes	6'072	5'952	75.9	2'378
	2	No	1'768	1'888	24.1	755
Smartphone/ Mobile with internet access						
1247	1	Yes	7'777	7'775	99.2	3'107
	2	No	63	65	0.8	26
Digital services 'broadest audience'						
1335	1	Brand eins: brandeins.de	298	292	3.7	117
1336	1	Capital: capital.de	679	634	8.1	253
1339	1	heise.de + App(s)	1'026	1'006	12.8	402
1340	1	F.A.Z.: faz.net + App(s)	2'170	2'150	27.4	859
1341	1	Focus: focus.de + App(s)	2'597	2'670	34.1	1'067
1342	1	Handelsblatt: handelsblatt.com + App(s)	2'036	1'970	25.1	787
1343	1	Handwerk Magazin: handwerk-magazin.de	382	363	4.6	145
1344	1	Manager Magazin: manager-magazin.de + App(s)	1'078	999	12.7	399
1345	1	Markt und Mittelstand: marktundmittelstand.de	450	434	5.5	173
1346	1	Der Spiegel: spiegel.de + App(s)	3'379	3'359	42.8	1'342
1347	1	Stern: stern.de + App(s)	1'683	1'804	23.0	721
1348	1	Süddeutsche Zeitung: süddeutsche.de + App(s)	2'310	2'357	30.1	942
1353	1	Tagesspiegel: tagesspiegel.de + App(s)	1'001	961	12.3	384
1349	1	VDI Nachrichten: ingenieur.de + App(s)	852	801	10.2	320
1350	1	Welt: welt.de + App(s)	2'122	2'221	28.3	887
1351	1	Wirtschaftswoche: wirtschaftswoche.de + App(s)	1'545	1'503	19.2	601
1352	1	Die Zeit: zeit.de + App(s)	2'007	2'054	26.2	821

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
Podcasts						
Listening time per week						
1442	1	I don't listen to podcasts	4'216	4'188	53.4	1'673
	2	Up to 30 minutes	944	950	12.1	380
	3	30 to 60 minutes	926	967	12.3	387
	4	1 to 2 hours	769	784	10.0	313
	5	2 to 3 hours	463	458	5.8	183
	6	More than 3 hours	455	412	5.3	165
	7	No answer	67	80	1.0	32
Podcast topics						
1443	1	News and politics	1'840	1'787	22.8	714
1444	1	Economy	1'203	1'114	14.2	445
1445	1	Society and culture	1'335	1'369	17.5	547
1446	1	Science and technology	1'159	1'105	14.1	441
1447	1	History	720	744	9.5	297
1448	1	True Crime	630	666	8.5	266
1449	1	Sports	834	898	11.4	359
1450	1	Education	731	704	9.0	281
1451	1	Health	881	973	12.4	389
1452	1	Other topics	834	891	11.4	356
1453	1	No answer	33	28	0.4	11

Field(s) Code			Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Decision-making authority						
Management of company (corporate policy)						
1501	1	Sole decision-making/ delegation	2'070	2'356	30.0	941
1502	2	Joint decision	2'509	2'399	30.6	959
1503	3	Make suggestions	755	824	10.5	329
1504	4	Not involved	3'033	2'828	36.1	1'130
1505	5	Not true/ non-existent	66	62	0.8	25
1506	6	No answer	58	59	0.7	23
Location planning/ plant expansion/ building projects						
1507	1	Sole decision-making/ delegation	1'471	1'709	21.8	683
1508	2	Joint decision	2'223	2'053	26.2	820
1509	3	Make suggestions	461	525	6.7	210
1510	4	Not involved	3'264	3'060	39.0	1'223
1511	5	Not true/ non-existent	656	723	9.2	289
1512	6	No answer	80	88	1.1	35
Rental/ purchase of business premises						
1513	1	Sole decision-making/ delegation	1'402	1'589	20.3	635
1514	2	Joint decision	1'947	1'784	22.8	713
1515	3	Make suggestions	417	460	5.9	184
1516	4	Not involved	3'359	3'187	40.7	1'274
1517	5	Not true/ non-existent	878	982	12.5	393
1518	6	No answer	89	97	1.2	39
Energy efficiency measures						
1489	1	Sole decision-making/ delegation	1'461	1'719	21.9	687
1490	2	Joint decision	2'640	2'524	32.2	1'009
1491	3	Make suggestions	630	698	8.9	279
1492	4	Not involved	3'133	2'904	37.0	1'160
1493	5	Not true/ non-existent	352	398	5.1	159
1494	6	No answer	78	80	1.0	32
HR/ Personnel management, social and training affairs						
1519	1	Sole decision-making/ delegation	2'036	2'307	29.4	922
1520	2	Joint decision	3'594	3'447	44.0	1'377
1521	3	Make suggestions	1'034	1'029	13.1	411
1522	4	Not involved	2'169	2'012	25.7	804
1523	5	Not true/ non-existent	112	128	1.6	51
1524	6	No answer	63	69	0.9	28
Accountancy/ Controlling						
1525	1	Sole decision-making/ delegation	1'890	2'074	26.5	829
1526	2	Joint decision	2'522	2'405	30.7	961
1527	3	Make suggestions	794	790	10.1	316
1528	4	Not involved	3'101	2'976	38.0	1'189
1529	5	Not true/ non-existent	249	287	3.7	115
1530	6	No answer	65	62	0.8	25
Financial/ capital investments/ planning						
1531	1	Sole decision-making/ delegation	1'909	2'143	27.3	856
1532	2	Joint decision	2'390	2'233	28.5	892
1533	3	Make suggestions	742	748	9.5	299
1534	4	Not involved	3'166	3'036	38.7	1'213
1535	5	Not true/ non-existent	275	298	3.8	119
1536	6	No answer	65	64	0.8	25

Field(s)		Code		Cases un- weighted	Decision-maker Cases %	Proj. thou.	
					weighted		
Company insurances							
1495	1	Sole decision-making/ delegation		1'853	2'118	27.0	846
1496	2	Joint decision		2'028	1'858	23.7	743
1497	3	Make suggestions		533	554	7.1	221
1498	4	Not involved		3'585	3'439	43.9	1'374
1499	5	Not true/ non-existent		337	343	4.4	137
1500	6	No answer		74	74	0.9	30
Investment financing/ credit transactions							
1537	1	Sole decision-making/ delegation		1'710	1'942	24.8	776
1538	2	Joint decision		2'030	1'870	23.9	747
1539	3	Make suggestions		544	543	6.9	217
1540	4	Not involved		3'417	3'300	42.1	1'319
1541	5	Not true/ non-existent		580	597	7.6	239
1542	6	No answer		82	90	1.2	36
Activities concerning CSR ("Corporate Social Responsibility")							
1890	1	Sole decision-making/ delegation		1'153	1'333	17.0	533
1891	2	Joint decision		2'631	2'515	32.1	1'005
1892	3	Make suggestions		657	686	8.8	274
1893	4	Not involved		2'640	2'476	31.6	990
1894	5	Not true/ non-existent		1'289	1'389	17.7	555
1895	6	No answer		99	108	1.4	43
Office technology (e.g. copier, printer, scanner, projector)							
1543	1	Sole decision-making/ delegation		1'903	2'178	27.8	870
1544	2	Joint decision		3'070	2'998	38.2	1'198
1545	3	Make suggestions		949	944	12.0	377
1546	4	Not involved		2'710	2'508	32.0	1'002
1547	5	Not true/ non-existent		34	36	0.5	14
1548	6	No answer		47	48	0.6	19
IT-hardware (e.g. desktop PC, notebook, tablet, server, switches)							
1549	1	Sole decision-making/ delegation		1'840	2'097	26.8	838
1550	2	Joint decision		3'166	3'082	39.3	1'232
1551	3	Make suggestions		909	925	11.8	370
1552	4	Not involved		2'646	2'468	31.5	986
1553	5	Not true/ non-existent		51	60	0.8	24
1554	6	No answer		47	45	0.6	18
Software licences, cloud services							
1483	1	Sole decision-making/ delegation		1'680	1'941	24.8	776
1484	2	Joint decision		2'990	2'915	37.2	1'165
1485	3	Make suggestions		754	822	10.5	328
1486	4	Not involved		2'885	2'682	34.2	1'072
1487	5	Not true/ non-existent		172	193	2.5	77
1488	6	No answer		73	74	0.9	30
IT-services and consulting							
1477	1	Sole decision-making/ delegation		1'605	1'857	23.7	742
1478	2	Joint decision		2'944	2'839	36.2	1'134
1479	3	Make suggestions		729	788	10.0	315
1480	4	Not involved		2'964	2'773	35.4	1'108
1481	5	Not true/ non-existent		292	307	3.9	123
1482	6	No answer		76	76	1.0	30

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
		Communication systems, e.g. telephone system, smartphone, mobile phone				
1567	1	Sole decision-making/ delegation	1'658	1'951	24.9	780
1568	2	Joint decision	2'865	2'805	35.8	1'121
1569	3	Make suggestions	803	818	10.4	327
1570	4	Not involved	3'036	2'816	35.9	1'125
1571	5	Not true/ non-existent	63	69	0.9	27
1572	6	No answer	55	57	0.7	23
		Office furniture/ office equipment				
1573	1	Sole decision-making/ delegation	1'685	1'957	25.0	782
1574	2	Joint decision	2'946	2'893	36.9	1'156
1575	3	Make suggestions	638	657	8.4	263
1576	4	Not involved	2'995	2'790	35.6	1'115
1577	5	Not true/ non-existent	68	74	0.9	30
1578	6	No answer	54	51	0.7	21
		Marketing, advertising, public relations, market research, sales promotion, trade fairs				
1579	1	Sole decision-making/ delegation	1'530	1'782	22.7	712
1580	2	Joint decision	3'064	2'998	38.2	1'198
1581	3	Make suggestions	947	969	12.4	387
1582	4	Not involved	2'418	2'196	28.0	877
1583	5	Not true/ non-existent	864	893	11.4	357
1584	6	No answer	99	103	1.3	41
		Distribution, sales, sales force				
1585	1	Sole decision-making/ delegation	1'564	1'702	21.7	680
1586	2	Joint decision	2'555	2'487	31.7	994
1587	3	Make suggestions	747	778	9.9	311
1588	4	Not involved	2'380	2'204	28.1	881
1589	5	Not true/ non-existent	1'432	1'524	19.4	609
1590	6	No answer	129	132	1.7	53
		Logistics/ warehousing/ transport				
1591	1	Sole decision-making/ delegation	1'170	1'299	16.6	519
1592	2	Joint decision	2'250	2'146	27.4	858
1593	3	Make suggestions	585	574	7.3	230
1594	4	Not involved	2'573	2'391	30.5	956
1595	5	Not true/ non-existent	1'768	1'901	24.3	760
1596	6	No answer	119	128	1.6	51
		Car pool, fleet				
1597	1	Sole decision-making/ delegation	1'818	1'956	24.9	782
1598	2	Joint decision	2'196	2'095	26.7	837
1599	3	Make suggestions	844	845	10.8	338
1600	4	Not involved	3'011	2'816	35.9	1'125
1601	5	Not true/ non-existent	1'193	1'312	16.7	524
1602	6	No answer	111	116	1.5	46
		Vans/ lorries/ trucks				
1603	1	Sole decision-making/ delegation	775	812	10.4	324
1604	2	Joint decision	1'527	1'374	17.5	549
1605	3	Make suggestions	400	411	5.2	164
1606	4	Not involved	2'600	2'416	30.8	966
1607	5	Not true/ non-existent	2'795	3'058	39.0	1'222
1608	6	No answer	111	111	1.4	44

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
		Special purpose vehicles (e.g. forklifts)				
1609	1	Sole decision-making/ delegation	667	659	8.4	263
1610	2	Joint decision	1'447	1'255	16.0	501
1611	3	Make suggestions	416	417	5.3	167
1612	4	Not involved	2'314	2'149	27.4	859
1613	5	Not true/ non-existent	3'294	3'622	46.2	1'447
1614	6	No answer	126	123	1.6	49
		Parcel and courier services				
1615	1	Sole decision-making/ delegation	1'063	1'172	15.0	468
1616	2	Joint decision	1'268	1'267	16.2	506
1617	3	Make suggestions	480	485	6.2	194
1618	4	Not involved	3'736	3'412	43.5	1'363
1619	5	Not true/ non-existent	1'579	1'794	22.9	717
1620	6	No answer	101	106	1.3	42
		Production, manufacturing, manufacturing control				
1621	1	Sole decision-making/ delegation	782	838	10.7	335
1622	2	Joint decision	1'728	1'597	20.4	638
1623	3	Make suggestions	517	516	6.6	206
1624	4	Not involved	2'003	1'801	23.0	720
1625	5	Not true/ non-existent	3'231	3'476	44.3	1'389
1626	6	No answer	152	144	1.8	58
		Machines, production facilities, drive engineering				
1627	1	Sole decision-making/ delegation	828	908	11.6	363
1628	2	Joint decision	1'898	1'733	22.1	692
1629	3	Make suggestions	515	505	6.4	202
1630	4	Not involved	1'980	1'800	23.0	719
1631	5	Not true/ non-existent	3'105	3'341	42.6	1'335
1632	6	No answer	152	145	1.9	58
		Energy, e.g. supplier selection				
1633	1	Sole decision-making/ delegation	1'500	1'725	22.0	690
1634	2	Joint decision	1'672	1'631	20.8	652
1635	3	Make suggestions	435	461	5.9	184
1636	4	Not involved	3'693	3'446	44.0	1'377
1637	5	Not true/ non-existent	774	823	10.5	329
1638	6	No answer	102	110	1.4	44
		Research and development/ design				
1639	1	Sole decision-making/ delegation	853	869	11.1	347
1640	2	Joint decision	1'820	1'628	20.8	651
1641	3	Make suggestions	572	562	7.2	225
1642	4	Not involved	2'086	1'901	24.2	760
1643	5	Not true/ non-existent	3'061	3'431	43.8	1'371
1644	6	No answer	161	148	1.9	59
		Arrangements concerning sustainability				
1884	1	Sole decision-making/ delegation	736	794	10.1	317
1885	2	Joint decision	2'372	2'252	28.7	900
1886	3	Make suggestions	601	588	7.5	235
1887	4	Not involved	2'220	2'040	26.0	815
1888	5	Not true/ non-existent	2'239	2'480	31.6	991
1889	6	No answer	187	167	2.1	67

Field(s)		Code		Cases un- weighted	Cases	Decision-maker % weighted	Proj. thou.
Important media groups for work							
1645	1	Political and business magazines/ newspapers		3'018	2'976	38.0	1'189
1646	1	Supra-regional daily and weekly newspapers		2'837	2'850	36.3	1'139
1647	1	Industry-specific trade journals and media		5'473	5'482	69.9	2'191
1648	1	Internet pages of magazines and newspapers		2'944	2'999	38.2	1'198
1657	1	Internet pages of news channels		1'598	1'551	19.8	620
1649	1	Internet pages of manufacturers, dealers or service providers		3'826	3'902	49.8	1'559
1656	1	Newsletters of magazines and newspapers		1'248	1'261	16.1	504
1655	1	Social Networks		2'688	2'857	36.4	1'142
1653	1	Podcast		836	863	11.0	345
1650	1	Television (e.g. business and news programmes)		1'792	1'802	23.0	720
1654	1	Info screens (e.g. at airports, in hotels)		387	404	5.2	162
1651	1	None of these		665	654	8.3	261
1652	1	No answer		111	97	1.2	39
Products from the IT sector							
Available in company or purchase planned within next 12 months							
Video conference systems							
1659	1	Yes		5'825	5'477	69.9	2'189
	2	No		1'869	2'232	28.5	892
	3	Don't know/ no answer		146	131	1.7	52
Desktop PC							
1660	1	Yes		7'374	7'341	93.6	2'934
	2	No		418	447	5.7	179
	3	Don't know/ no answer		48	51	0.7	21
Notebook/ Laptop							
1661	1	Yes		7'337	7'219	92.1	2'885
	2	No		449	564	7.2	225
	3	Don't know/ no answer		54	56	0.7	23
Tablet							
1662	1	Yes		6'199	6'061	77.3	2'422
	2	No		1'501	1'630	20.8	651
	3	Don't know/ no answer		140	149	1.9	60
Smartphone							
1663	1	Yes		7'249	7'222	92.1	2'886
	2	No		517	543	6.9	217
	3	Don't know/ no answer		74	75	1.0	30
Head-mounted display (VR glasses, smart glasses)							
1664	1	Yes		1'516	1'375	17.5	550
	2	No		5'855	6'018	76.8	2'405
	3	Don't know/ no answer		469	447	5.7	178
Printer/ copier/ scanner/ fax (single or multifunctional devices)							
1658	1	Yes		7'568	7'556	96.4	3'019
	2	No		178	188	2.4	75
	3	Don't know/ no answer		94	96	1.2	38
Corporate network/ LAN/ network components							
1668	1	Yes		7'114	6'935	88.5	2'771
	2	No		570	749	9.6	299
	3	Don't know/ no answer		156	156	2.0	62
Server hardware							
1669	1	Yes		6'342	6'119	78.1	2'445
	2	No		1'173	1'386	17.7	554
	3	Don't know/ no answer		325	335	4.3	134

Field(s) Code			Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
1671		Cloud services				
	1	Yes	5'221	4'967	63.4	1'985
	2	No	2'116	2'381	30.4	951
	3	Don't know/ no answer	503	492	6.3	197
1672		IT security (e.g. virus protection software, firewall, cryptographic techniques)				
	1	Yes	7'389	7'335	93.6	2'931
	2	No	261	308	3.9	123
	3	Don't know/ no answer	190	196	2.5	78
1673		Operating software (accounting software, project administration software etc.)				
	1	Yes	7'246	7'176	91.5	2'868
	2	No	384	439	5.6	175
	3	Don't know/ no answer	210	225	2.9	90
1674		Document, knowlege and workflow management systems				
	1	Yes	5'897	5'585	71.2	2'232
	2	No	1'517	1'804	23.0	721
	3	Don't know/ no answer	426	451	5.8	180
1676		CRM systems (Customer relationship management)				
	1	Yes	4'072	3'765	48.0	1'505
	2	No	2'965	3'251	41.5	1'299
	3	Don't know/ no answer	803	824	10.5	329
1675		AI software				
	1	Yes	2'582	2'377	30.3	950
	2	No	4'551	4'792	61.1	1'915
	3	Don't know/ no answer	707	671	8.6	268

Field(s)	Code		Cases un- weighted	Cases	Decision-maker % weighted	Proj. thou.
Future technologies						
Invested within the last 2 years						
1703	1	Digital transformation	4'234	4'033	51.4	1'612
1704	1	Robotics in production, service, research etc.	1'819	1'596	20.4	638
1705	1	Data & Analytics/ Big Data	2'601	2'337	29.8	934
1706	1	Artificial intelligence/ machine learning	1'820	1'664	21.2	665
1707	1	Collaboration tools for new ways of working	1'770	1'617	20.6	646
1708	1	Blockchain-technology	677	624	8.0	249
1709	1	Establishment of mobile/ home office workstations	4'355	4'178	53.3	1'670
1677	1	Cyber security	4'480	4'304	54.9	1'720
1710	1	None of these	1'081	1'304	16.6	521
1711	1	No answer	340	334	4.3	133
Investments planned within next 2 years						
1715	1	Digital transformation	3'479	3'325	42.4	1'329
1716	1	Robotics in production, service, research etc.	1'703	1'515	19.3	606
1717	1	Data & Analytics/ Big Data	2'164	1'950	24.9	779
1718	1	Artificial intelligence/ machine learning	2'313	2'064	26.3	825
1719	1	Collaboration tools for new ways of working	1'665	1'527	19.5	610
1720	1	Blockchain-technology	714	656	8.4	262
1723	1	Establishment of mobile/ home office workstations	2'679	2'586	33.0	1'033
1678	1	Cyber security	4'492	4'247	54.2	1'697
1721	1	None of these	1'254	1'472	18.8	588
1722	1	No answer	595	607	7.7	243
Car pool, fleet						
Use of business/ official car						
1712	1	Yes	4'520	4'469	57.0	1'786
	2	No	3'320	3'371	43.0	1'347
Business/ official car: leased						
1714	1	Yes	2'724	2'710	34.6	1'083
	2	No	1'706	1'659	21.2	663
	3	Don't know/ no answer	90	100	1.3	40
Available in company or purchase planned within next 12 months						
Passenger cars/ estate cars						
1698	1	Yes	6'697	6'566	83.7	2'624
	2	No	982	1'138	14.5	455
	3	Don't know/ no answer	161	136	1.7	54
Sport utility vehicles (SUV)						
1699	1	Yes	3'011	2'903	37.0	1'160
	2	No	4'390	4'484	57.2	1'792
	3	Don't know/ no answer	439	453	5.8	181
Limousines, people carriers						
1700	1	Yes	2'894	2'665	34.0	1'065
	2	No	4'481	4'700	60.0	1'878
	3	Don't know/ no answer	465	475	6.1	190
Vans up to 7.5 t						
1701	1	Yes	3'691	3'385	43.2	1'353
	2	No	3'795	4'100	52.3	1'638
	3	Don't know/ no answer	354	356	4.5	142
Trucks 7.5 t or more						
1702	1	Yes	1'661	1'487	19.0	594
	2	No	5'671	5'848	74.6	2'337
	3	Don't know/ no answer	508	505	6.4	202

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	3'702	3'456	44.1	1'381
	2	No	3'764	4'054	51.7	1'620
	3	Don't know/ no answer	374	330	4.2	132
Hybrid						
1743	1	Yes	3'293	3'048	38.9	1'218
	2	No	4'019	4'324	55.1	1'728
	3	Don't know/ no answer	528	468	6.0	187
Gas						
1744	1	Yes	665	605	7.7	242
	2	No	6'550	6'685	85.3	2'672
	3	Don't know/ no answer	625	549	7.0	219
Hydrogen/ fuel cell						
1745	1	Yes	215	198	2.5	79
	2	No	7'069	7'142	91.1	2'854
	3	Don't know/ no answer	556	500	6.4	200
Share of the car pool, fleet: vehicles with alternative drive technologies						
1746	1	(Almost) the entire car pool, fleet	541	518	6.6	207
	2	About half	1'109	1'080	13.8	432
	3	Few vehicles	2'456	2'304	29.4	921
	4	Don't know/ no answer	423	383	4.9	153
Purchase intension of vehicles: eco-friendly drive technology will be taken into consideration						
Vehicles with...						
Electric drive						
1755	1	Yes	4'909	4'719	60.2	1'886
	2	No	2'002	2'178	27.8	871
	3	Don't know/ no answer	929	943	12.0	377
Hybrid						
1747	1	Yes	4'170	4'012	51.2	1'603
	2	No	2'602	2'788	35.6	1'114
	3	Don't know/ no answer	1'068	1'040	13.3	415
Gas						
1748	1	Yes	1'224	1'168	14.9	467
	2	No	5'338	5'429	69.3	2'170
	3	Don't know/ no answer	1'278	1'243	15.8	497
Hydrogen/ fuel cell						
1749	1	Yes	1'193	1'159	14.8	463
	2	No	5'272	5'331	68.0	2'131
	3	Don't know/ no answer	1'375	1'350	17.2	539
Infrastructure for e-mobility (e.g. charging stations, wall boxes) available						
1750	1	Yes	3'811	3'597	45.9	1'437
	2	No	3'769	4'025	51.3	1'609
	3	Don't know/ no answer	260	218	2.8	87

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
General importance of various topics in the company						
Sustainability						
1753	1	very important	4'131	3'984	50.8	1'592
	2	important	2'860	2'957	37.7	1'182
	3	less important	654	698	8.9	279
	4	not important	80	89	1.1	36
	5	no answer	115	111	1.4	45
Shortage of skilled workers, finding qualified staff						
1694	1	very important	5'722	5'656	72.1	2'260
	2	important	1'593	1'592	20.3	636
	3	less important	365	432	5.5	173
	4	not important	71	83	1.1	33
	5	no answer	89	76	1.0	30
Employer branding (measures to present yourself as a particularly attractive employer)						
1693	1	very important	3'583	3'393	43.3	1'356
	2	important	2'963	3'027	38.6	1'210
	3	less important	895	987	12.6	395
	4	not important	255	299	3.8	119
	5	no answer	144	134	1.7	53
Diversity						
1696	1	very important	2'267	2'233	28.5	892
	2	important	2'720	2'707	34.5	1'082
	3	less important	1'705	1'746	22.3	698
	4	not important	927	939	12.0	375
	5	no answer	221	214	2.7	86
Social responsibility						
1697	1	very important	4'180	4'159	53.0	1'662
	2	important	2'991	2'975	38.0	1'189
	3	less important	501	545	6.9	218
	4	not important	50	53	0.7	21
	5	no answer	118	108	1.4	43

Field(s)		Code		Cases un- weighted	Decision-maker Cases %	Proj. thou.	
					weighted		
Business trips							
Frequency of job-related business/ official trips							
1757	1	At least once a week		1'379	1'246	15.9	498
	2	1 to 3 times a month		1'411	1'389	17.7	555
	3	Several times a year		2'675	2'679	34.2	1'071
	4	Once a year		392	457	5.8	183
	5	Less often		643	695	8.9	278
	6	Do not go on business/ official trips		1'231	1'278	16.3	511
	7	No answer		109	97	1.2	39
Destinations within the last 12 months							
1758	1	Germany		6'129	6'103	77.8	2'439
1759	1	Western Europe		1'590	1'445	18.4	577
1760	1	Eastern Europe		626	573	7.3	229
1761	1	America		289	268	3.4	107
1762	1	Asia		228	195	2.5	78
1763	1	Other countries		118	109	1.4	43
1764	1	No business/ official trips within last 12 months		209	223	2.8	89
1765	1	No answer		116	95	1.2	38
Means of transportation within the last 12 months							
1766	1	Private car		1'800	1'879	24.0	751
1767	1	Business/ official car		4'549	4'441	56.6	1'775
1768	1	Hired car		588	575	7.3	230
1775	1	Car subscription		9	6	0.1	2
1769	1	Car sharing		72	81	1.0	32
1770	1	Aeroplane		1'641	1'431	18.3	572
1771	1	Rail		2'698	2'513	32.1	1'004
1772	1	Other means of transportation		228	228	2.9	91
1773	1	No answer		18	18	0.2	7
Frequency of flights for business/ official trips							
Germany							
1809	1	At least once a month		171	142	1.8	57
	2	Several times a year		468	389	5.0	155
	3	Less often		537	487	6.2	195
	5	No answer		4	3	0.0	1
Foreign countries							
1810	1	At least once a month		110	88	1.1	35
	2	Several times a year		669	568	7.2	227
	3	Less often		418	384	4.9	154
	5	No answer		8	6	0.1	2

Field(s) Code			Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
		Hotel category - business/ official trip				
1850	1	Hotels of highest price range (5 star)	665	606	7.7	242
1851	2	Hotels of higher price range (4 star)	3'013	2'879	36.7	1'151
1852	3	Hotels of upper and medium price range (3 star)	3'313	3'275	41.8	1'309
1853	4	Hotels of lower price range, private hotels (1 - 2 star)	452	514	6.6	205
1854	5	Others	97	115	1.5	46
1855	6	Never/ almost never stay overnight	1'125	1'199	15.3	479
1856	7	No answer	42	50	0.6	20
		Visits to trade fairs (whether in person or virtually)				
1880	1	Several times a year	2'418	2'400	30.6	959
	2	Once a year	2'344	2'329	29.7	931
	3	Less often	1'830	1'863	23.8	745
	4	Never	1'139	1'137	14.5	454
	5	No answer	109	110	1.4	44
		Visits to conventions (whether in person or virtually)				
1881	1	Several times a year	4'004	4'005	51.1	1'600
	2	Once a year	1'702	1'637	20.9	654
	3	Less often	1'438	1'447	18.5	578
	4	Never	616	679	8.7	271
	5	No answer	80	72	0.9	29
		Contacts to policy makers at national and regional level				
1217	1	Yes	2'039	2'041	26.0	815
	2	No	5'749	5'746	73.3	2'296
	3	No answer	52	53	0.7	21
		Interest in investments				
		Shares, Derivatives, certificates, options, hedge fund shares				
1896	1	Very interested	2'069	1'924	24.5	769
	2	Interested	2'238	2'226	28.4	890
	3	Less interested	1'611	1'650	21.0	659
	4	Not interested at all	1'618	1'729	22.1	691
	5	No answer	304	311	4.0	124
		Shares in funds (investment/ equity/ index/ real estate/ closed-end funds)				
1897	1	Very interested	2'237	2'077	26.5	830
	2	Interested	2'640	2'620	33.4	1'047
	3	Less interested	1'441	1'504	19.2	601
	4	Not interested at all	1'213	1'326	16.9	530
	5	No answer	309	314	4.0	125
		Fixed-interest investment bonds (e.g. government bonds, corporate bonds, bonds)				
1898	1	Very interested	1'113	1'005	12.8	401
	2	Interested	2'387	2'277	29.0	910
	3	Less interested	2'306	2'363	30.1	944
	4	Not interested at all	1'713	1'875	23.9	749
	5	No answer	321	320	4.1	128
		Time deposit, cash account				
1899	1	Very interested	1'325	1'299	16.6	519
	2	Interested	2'900	2'786	35.5	1'113
	3	Less interested	2'016	2'067	26.4	826
	4	Not interested at all	1'275	1'366	17.4	546
	5	No answer	324	322	4.1	129

Field(s) Code			Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
1900		Building savings contract				
	1	Very interested	641	688	8.8	275
	2	Interested	1'624	1'638	20.9	655
	3	Less interested	2'152	2'179	27.8	871
	4	Not interested at all	3'113	3'026	38.6	1'209
	5	No answer	310	309	3.9	123
1901		So called "green funds" (ecological and ethical inoffensive type of investment)				
	1	Very interested	998	952	12.1	380
	2	Interested	2'404	2'363	30.1	944
	3	Less interested	1'951	1'962	25.0	784
	4	Not interested at all	2'146	2'230	28.4	891
	5	No answer	341	333	4.3	133
1902		Real estate				
	1	Very interested	2'498	2'490	31.8	995
	2	Interested	2'995	2'960	37.8	1'183
	3	Less interested	1'099	1'140	14.5	456
	4	Not interested at all	948	947	12.1	378
	5	No answer	300	303	3.9	121
1903		Life insurance				
	1	Very interested	918	855	10.9	342
	2	Interested	1'811	1'823	23.2	728
	3	Less interested	2'204	2'266	28.9	905
	4	Not interested at all	2'600	2'588	33.0	1'034
	5	No answer	307	309	3.9	123
1904		Private pension insurance				
	1	Very interested	1'528	1'529	19.5	611
	2	Interested	2'570	2'608	33.3	1'042
	3	Less interested	1'701	1'703	21.7	680
	4	Not interested at all	1'734	1'682	21.5	672
	5	No answer	307	318	4.1	127
1905		Gold, silver, platinum (coin, bullion)				
	1	Very interested	924	899	11.5	359
	2	Interested	1'951	1'948	24.9	779
	3	Less interested	2'035	2'023	25.8	808
	4	Not interested at all	2'579	2'618	33.4	1'046
	5	No answer	351	351	4.5	140
1906		Cryptocurrencies (e.g. Bitcoin)				
	1	Very interested	420	433	5.5	173
	2	Interested	953	979	12.5	391
	3	Less interested	1'375	1'372	17.5	548
	4	Not interested at all	4'779	4'722	60.2	1'887
	5	No answer	313	335	4.3	134

Field(s)	Code		Cases un- weighted	Cases	Decision-maker % weighted	Proj. thou.
Self-characterisation						
		I like an unremarkable, discreet style with luxurious things				
1944	1	Definitely	3'213	3'187	40.7	1'274
	2	Largely	2'776	2'746	35.0	1'097
	3	Not really	1'096	1'109	14.2	443
	4	Not at all	454	490	6.3	196
	5	No answer	301	307	3.9	123
		I like, if things can be recognized as precious and high-quality				
1945	1	Definitely	1'553	1'501	19.2	600
	2	Largely	2'179	2'181	27.8	872
	3	Not really	2'714	2'700	34.4	1'079
	4	Not at all	1'101	1'140	14.5	456
	5	No answer	293	317	4.0	127
		I set great store by quality, I am very demanding				
1946	1	Definitely	2'910	2'891	36.9	1'155
	2	Largely	3'610	3'510	44.8	1'403
	3	Not really	903	963	12.3	385
	4	Not at all	243	293	3.7	117
	5	No answer	174	183	2.3	73
		I am fascinated by luxury brands and sometimes, if possible, I indulge in such products				
1948	1	Definitely	762	703	9.0	281
	2	Largely	1'993	1'986	25.3	794
	3	Not really	3'069	3'060	39.0	1'223
	4	Not at all	1'732	1'810	23.1	723
	5	No answer	284	281	3.6	112
Willingness to spend much money for luxury goods						
1951	1	Fashion, clothes	2'265	2'272	29.0	908
1952	1	Shoes	2'044	1'989	25.4	795
1953	1	Wrist watches	1'569	1'508	19.2	603
1965	1	Cosmetics, fragrances	1'292	1'228	15.7	491
1955	1	TVs, video recorder	1'447	1'457	18.6	582
1956	1	Smartphones/ tablets	2'065	2'066	26.4	826
1957	1	Camera, camcorder, equipment	965	932	11.9	373
1958	1	Alcoholic drinks like wine, whisky, cognac	1'357	1'317	16.8	526
1966	1	High quality food/ delicatessen	2'885	2'824	36.0	1'128
1959	1	Furniture, furnishing	2'412	2'277	29.0	910
1954	1	Cars	2'205	2'202	28.1	880
1960	1	Travelling	3'674	3'616	46.1	1'445
1961	1	Cruises	940	922	11.8	369
1962	1	Exclusive hotels	1'234	1'190	15.2	475
1963	1	None of these	959	964	12.3	385
1964	1	No answer	200	172	2.2	69

Field(s) Code			Cases un-weighted	Decision-maker Cases % weighted	Proj. thou.	
Interview: technical deatails						
Day of interview						
1995	1	Monday	1'488	1'522	19.4	608
	2	Tuesday	1'637	1'524	19.4	609
	3	Wednesday	1'522	1'523	19.4	609
	4	Thursday	1'529	1'523	19.4	609
	5	Friday	1'439	1'523	19.4	608
	6	Saturday	164	176	2.2	70
	7	Sunday	61	50	0.6	20
The interview was carried out in						
1996	1	A private home	130	145	1.9	58
	2	A company/ office	7'615	7'617	97.2	3'044
	3	Other location	95	78	1.0	31
Other summarized data						
Working for this company for (numerical)						
Duration in years						
Working for this company for						
2002	1	1 year	631	679	8.7	271
	2	2 - 5 years	1'335	1'468	18.7	586
	3	6 - 10 years	1'309	1'405	17.9	561
	4	11 - 15 years	1'118	1'074	13.7	429
	5	16 - 20 years	1'010	974	12.4	389
	6	More than 20 years	2'437	2'241	28.6	895
Subsidiaries/ outlets existent						
2003	1	At least two establishments	2'921	2'727	34.8	1'090
	2	No subsidiary/ Civil servants	4'919	5'113	65.2	2'043
Total number of employees in company (0 = civil servants)						
Total employees						
Size of company acc. to no. of employees						
2012	1	1 to 4 employees	287	407	5.2	163
	2	5 to 9 employees	769	1'044	13.3	417
	3	10 to 19 employees	878	913	11.7	365
	4	20 to 49 employees	997	967	12.3	386
	5	50 to 99 employees	749	689	8.8	275
	6	100 to 249 employees	767	769	9.8	307
	7	250 to 499 employees	505	504	6.4	201
	8	500 to 999 employees	642	509	6.5	203
	9	1000 employees or more	1'573	1'444	18.4	577
	0	Civil servants	673	593	7.6	237
Number of employees at plant (0 = civil servants)						
Employees 'place of work'						
Number of employees at plant (grouped)						
2021	1	1 to 4 employees	315	429	5.5	171
	2	5 to 9 employees	854	1'154	14.7	461
	3	10 to 19 employees	974	1'009	12.9	403
	4	20 to 49 employees	1'183	1'142	14.6	457
	5	50 to 99 employees	871	782	10.0	313
	6	100 to 249 employees	1'026	1'029	13.1	411
	7	250 to 499 employees	659	601	7.7	240
	8	500 to 999 employees	633	539	6.9	215
	9	1000 employees or more	652	562	7.2	225
	0	Civil servants	673	593	7.6	237

Field(s) Code			Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
2022 - 2023		Turnover (categories)				
	1	Up to € 250,000	278	481	6.1	192
	2	More than € 250,000 to € 500,000	375	432	5.5	172
	3	More than € 500,000 to € 1 million	525	681	8.7	272
	4	More than € 1 million to € 2 million	729	768	9.8	307
	5	More than € 2 million to € 10 million	1'475	1'427	18.2	570
	6	More than € 10 million to € 25 million	764	702	9.0	281
	7	More than € 25 million to € 50 million	470	444	5.7	177
	8	More than € 50 million to € 100 million	502	441	5.6	176
	9	More than € 100 million to € 150 million	223	223	2.8	89
	10	More than € 150 million to € 250 million	275	242	3.1	97
	11	More than € 250 million	1'417	1'212	15.5	484
	12	No answer, no specification possible	134	194	2.5	77
2024		Target group 'SME-sized companies'				
	1	Self-employed, independent professionals and employees in companies with < 500 employees and at least € 250,000 turnover	4'595	4'680	59.7	1'870
2025		Target group 'SME-sized companies'				
	1	Self-employed, independent professionals and employees in companies with turnover between € 500,000 up to € 50 million	3'963	4'022	51.3	1'607
2030		Target group 'SME-sized companies'				
2031		Official statistics: self-employed, independent professionals and employees in				
	1	Total SME-sized (< 250 employees and up to € 50 million turnover)	4'145	4'448	56.7	1'778
	1	Micro enterprises (<10 employees and up to € 2 million turnover)	1'007	1'381	17.6	552
	2	Small enterprises (<50 employees and up to € 10 million turnover without micro enterprises)	1'728	1'731	22.1	692
	3	Medium enterprises (< 250 employees and up to € 50 million turnover without micro/ small enterprises)	1'410	1'337	17.1	534
	4	Big enterprises (250 and more employees or over € 50 million turnover)	2'954	2'678	34.2	1'070
2032		'IfM Bonn' definition: Self-employed, independent professionals and employees in				
	1	Total SME-sized (< 500 employees and up to € 50 million turnover)	4'385	4'705	60.0	1'880
2033						
	1	Small enterprises (<10 employees and up to € 1 million turnover)	879	1'220	15.6	487
	2	Medium enterprises (< 500 employees and up to € 50 million turnover without small enterprises)	3'506	3'485	44.5	1'393
	3	Big enterprises (500 and more employees or over € 50 million turnover)	2'703	2'410	30.7	963
2039 - 2040		Main branch of industry/ Industrial sectors				
	1	Agriculture and forestry, fishing and aquaculture	72	55	0.7	22
	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	14	0.2	6
	4	Mining support service activities	2	1	0.0	0
	5	Manufacture of food products	74	60	0.8	24
	6	Manufacture of beverages	26	30	0.4	12
	7	Manufacture of tobacco products	1	0	0.0	0
	8	Manufacture of textiles, wearing apparel, of leather and related products	31	21	0.3	8
	9	Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	32	21	0.3	8
	10	Manufacture of paper and paper products	24	19	0.2	8
	11	Printing and reproduction of recorded media	19	16	0.2	6
	12	Manufacture of coke and refined petroleum products	10	5	0.1	2
	13	Manufacture of basic chemicals	46	32	0.4	13
	14	Manufacture of other chemical products	82	59	0.7	23
	15	Manufacture of basic pharmaceutical products and pharmaceutical preparations	30	22	0.3	9

Field(s) Code		Cases un- weighted	Decision-maker		Proj. thou.
			Cases	% weighted	
16	Manufacture of rubber and plastic products	118	97	1.2	39
17	Manufacture of other non-metallic mineral products	56	46	0.6	18
18	Manufacture of basic metals	45	37	0.5	15
19	Manufacture of other iron and (sheet) metal goods	107	95	1.2	38
20	Manufacture of basic metals: Treatment and coating of metals; machining	74	59	0.8	24
21	Manufacture of cutlery, tools and general hardware	69	48	0.6	19
22	Manufacture of electronic components and boards	39	27	0.3	11
23	Manufacture of computers and peripheral equipment, magnetic and optical media	26	18	0.2	7
24	Manufacture of communication equipment	12	9	0.1	4
25	Manufacture of consumer electronics	4	2	0.0	1
26	Manufacture of instruments and appliances for measuring, testing and navigation; watches and clocks	98	72	0.9	29
27	Manufacture of electrical equipment	122	96	1.2	38
28	Manufacture of machinery and equipment	344	279	3.6	111
29	Manufacture of motor vehicles, trailers, semi-trailers, engines	256	278	3.5	111
30	Manufacture of other transport equipment	69	71	0.9	28
31	Manufacture of furniture	21	16	0.2	6
32	Other manufacturing	80	68	0.9	27
33	Repair and installation of machinery and equipment	23	17	0.2	7
34	Electricity, gas, steam and air conditioning supply	97	75	1.0	30
35	Water collection, treatment and supply	9	7	0.1	3
36	Sewerage; waste collection, treatment and disposal activities; materials recovery; remediation activities and other waste management services	84	60	0.8	24
37	Construction of buildings	65	40	0.5	16
38	Civil engineering	69	45	0.6	18
39	Site preparation, building completion and finishing	179	169	2.2	68
40	Electrical, plumbing and other construction installation activities	128	121	1.5	48
41	Wholesale and retail trade and repair of motor vehicles and motorcycles	145	150	1.9	60
42	Wholesale trade, except of motor vehicles and motorcycles	257	200	2.5	80
43	Retail sale in non-specialised stores	61	72	0.9	29
44	Retail sale of food, beverages and tobacco in specialised stores	45	31	0.4	12
45	Retail sale of automotive fuel in specialised stores (filling stations)	10	6	0.1	2
46	Other specialised retail sale in stores	113	109	1.4	44
47	Dispensing chemist in specialised stores	29	18	0.2	7
48	Activities of opticians in specialised stores; retail sale of medical and orthopaedic goods in specialised stores	21	22	0.3	9
49	Retail sale via stalls and markets, mail order houses or Internet	53	22	0.3	9
50	Land transport and transport via pipelines, water transport, air transport	115	128	1.6	51
51	Warehousing and support activities for transportation	89	89	1.1	36
52	Postal and courier activities	20	23	0.3	9
53	Accommodation and food service activities	104	265	3.4	106
54	Publishing of books, periodicals and other publishing activities	49	50	0.6	20
55	Software publishing	7	8	0.1	3
56	Motion picture, video and television programme production, sound recording and music publishing activities; programming and broadcasting activities	52	40	0.5	16
57	Telecommunications	27	23	0.3	9
58	Computer programming, consultancy and related activities; information service activities	417	374	4.8	149
59	Financial service activities, except insurance and pension funding	317	282	3.6	113

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Field(s) Code		Cases un- weighted	Decision-maker Cases % weighted		Proj. thou.
60	Insurance, reinsurance and pension funding, except compulsory social security	63	58	0.7	23
61	Real estate activities	68	75	1.0	30
62	Legal and accounting activities	346	345	4.4	138
63	Activities of head offices; management consultancy activities	101	133	1.7	53
64	Architectural and engineering activities; technical testing and analysis	207	229	2.9	91
65	Scientific research and development	62	83	1.1	33
66	Advertising; market research and public opinion polling	59	89	1.1	36
67	Other professional, scientific and technical activities	56	89	1.1	35
68	Veterinary activities	26	23	0.3	9
69	Rental and leasing activities	13	18	0.2	7
70	Activities of employment placement agencies	79	83	1.1	33
71	Travel agency, tour operator and other reservation service and related activities	16	18	0.2	7
72	Security and investigation activities	22	27	0.3	11
73	Services to buildings and landscape activities	133	160	2.0	64
74	Other office administrative, office support and business support activities	45	53	0.7	21
75	Public administration and defence; compulsory social security	465	478	6.1	191
76	Education	393	432	5.5	172
77	Hospital activities	273	212	2.7	85
78	General medical practice activities	70	71	0.9	28
79	Specialist medical practice activities	146	178	2.3	71
80	Dental practice activities	107	95	1.2	38
81	Other human health activities	123	229	2.9	92
82	Social work activities, residential care activities	179	236	3.0	94
83	Arts, entertainment and recreation	78	127	1.6	51
84	Activities of membership organisations	93	108	1.4	43
85	Repair of computers and personal and household goods	3	8	0.1	3
86	Other personal service activities	20	68	0.9	27
Branch of industry/ Industrial sectors total					
2041	1 Agriculture and forestry, fishing and aquaculture	79	62	0.8	25
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	19	0.2	7
2044	1 Mining support service activities	2	1	0.0	0
2045	1 Manufacture of food products	105	89	1.1	35
2046	1 Manufacture of beverages	37	39	0.5	15
2047	1 Manufacture of tobacco products	1	0	0.0	0
2048	1 Manufacture of textiles, wearing apparel, of leather and related products	49	34	0.4	14
2049	1 Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	43	40	0.5	16
2050	1 Manufacture of paper and paper products	32	25	0.3	10
2051	1 Printing and reproduction of recorded media	31	34	0.4	14
2052	1 Manufacture of coke and refined petroleum products	10	5	0.1	2
2053	1 Manufacture of basic chemicals	51	39	0.5	16
2054	1 Manufacture of other chemical products	110	76	1.0	30
2055	1 Manufacture of basic pharmaceutical products and pharmaceutical preparations	39	29	0.4	11
2056	1 Manufacture of rubber and plastic products	157	130	1.7	52
2057	1 Manufacture of other non-metallic mineral products	77	66	0.8	27
2058	1 Manufacture of basic metals	59	52	0.7	21
2059	1 Manufacture of other iron and (sheet) metal goods	139	117	1.5	47
2060	1 Manufacture of basic metals: Treatment and coating of metals; machining	95	75	1.0	30

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Field(s) Code			Cases un- weighted	Decision-maker Cases % weighted		Proj. thou.
2061	1	Manufacture of cutlery, tools and general hardware	88	60	0.8	24
2062	1	Manufacture of electronic components and boards	56	42	0.5	17
2063	1	Manufacture of computers and peripheral equipment, magnetic and optical media	32	23	0.3	9
2064	1	Manufacture of communication equipment	15	12	0.1	5
2065	1	Manufacture of consumer electronics	5	2	0.0	1
2066	1	Manufacture of instruments and appliances for measuring, testing and navigation; watches and clocks	120	91	1.2	36
2067	1	Manufacture of electrical equipment	156	132	1.7	53
2068	1	Manufacture of machinery and equipment	380	306	3.9	122
2069	1	Manufacture of motor vehicles, trailers, semi-trailers, engines	269	291	3.7	116
2070	1	Manufacture of other transport equipment	76	78	1.0	31
2071	1	Manufacture of furniture	33	31	0.4	12
2072	1	Other manufacturing	94	84	1.1	34
2073	1	Repair and installation of machinery and equipment	46	39	0.5	16
2074	1	Electricity, gas, steam and air conditioning supply	104	80	1.0	32
2075	1	Water collection, treatment and supply	36	26	0.3	11
2076	1	Sewerage; waste collection, treatment and disposal activities; materials recovery; remediation activities and other waste management services	106	81	1.0	32
2077	1	Construction of buildings	85	56	0.7	22
2078	1	Civil engineering	104	69	0.9	28
2079	1	Site preparation, building completion and finishing	218	201	2.6	80
2080	1	Electrical, plumbing and other construction installation activities	165	155	2.0	62
2081	1	Wholesale and retail trade and repair of motor vehicles and motorcycles	167	170	2.2	68
2082	1	Wholesale trade, except of motor vehicles and motorcycles	358	295	3.8	118
2083	1	Retail sale in non-specialised stores	72	80	1.0	32
2084	1	Retail sale of food, beverages and tobacco in specialised stores	77	71	0.9	28
2085	1	Retail sale of automotive fuel in specialised stores (filling stations)	16	10	0.1	4
2086	1	Other specialised retail sale in stores	153	141	1.8	56
2087	1	Dispensing chemist in specialised stores	29	18	0.2	7
2088	1	Activities of opticians in specialised stores; retail sale of medical and orthopaedic goods in specialised stores	23	23	0.3	9
2089	1	Retail sale via stalls and markets, mail order houses or Internet	77	52	0.7	21
2090	1	Land transport and transport via pipelines, water transport, air transport	168	193	2.5	77
2091	1	Warehousing and support activities for transportation	133	139	1.8	55
2092	1	Postal and courier activities	23	27	0.3	11
2093	1	Accommodation and food service activities	151	319	4.1	127
2094	1	Publishing of books, periodicals and other publishing activities	52	51	0.7	20
2095	1	Software publishing	11	13	0.2	5
2096	1	Motion picture, video and television programme production, sound recording and music publishing activities; programming and broadcasting activities	57	44	0.6	18
2097	1	Telecommunications	36	31	0.4	13
2098	1	Computer programming, consultancy and related activities; information service activities	512	471	6.0	188
2099	1	Financial service activities, except insurance and pension funding	327	291	3.7	116
2100	1	Insurance, reinsurance and pension funding, except compulsory social security	65	59	0.8	24
2101	1	Real estate activities	86	90	1.2	36
2102	1	Legal and accounting activities	351	350	4.5	140
2103	1	Activities of head offices; management consultancy activities	130	162	2.1	65

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Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
2104	1	Architectural and engineering activities; technical testing and analysis	236	259	3.3	103
2105	1	Scientific research and development	77	99	1.3	40
2106	1	Advertising; market research and public opinion polling	78	112	1.4	45
2107	1	Other professional, scientific and technical activities	65	101	1.3	40
2108	1	Veterinary activities	26	23	0.3	9
2109	1	Rental and leasing activities	32	34	0.4	14
2110	1	Activities of employment placement agencies	91	98	1.3	39
2111	1	Travel agency, tour operator and other reservation service and related activities	23	24	0.3	10
2112	1	Security and investigation activities	34	38	0.5	15
2113	1	Services to buildings and landscape activities	163	186	2.4	74
2114	1	Other office administrative, office support and business support activities	56	65	0.8	26
2115	1	Public administration and defence; compulsory social security	481	495	6.3	198
2116	1	Education	419	468	6.0	187
2117	1	Hospital activities	281	217	2.8	87
2118	1	General medical practice activities	71	72	0.9	29
2119	1	Specialist medical practice activities	147	180	2.3	72
2120	1	Dental practice activities	107	95	1.2	38
2121	1	Other human health activities	126	232	3.0	93
2122	1	Social work activities, residential care activities	212	266	3.4	106
2123	1	Arts, entertainment and recreation	96	158	2.0	63
2124	1	Activities of membership organisations	105	121	1.5	48
2125	1	Repair of computers and personal and household goods	10	12	0.2	5
2126	1	Other personal service activities	26	76	1.0	30
Branch of industry/ Industrial sectors total - summarized data						
2130	1	Agriculture and forestry, fishing and aquaculture	79	62	0.8	25
2131	1	Processing industry	2'077	1'775	22.6	709
2132	1	Manufacturing industry	2'299	1'943	24.8	776
2133	1	Building trade	506	435	5.6	174
2134	1	Trade	885	795	10.1	318
2135	1	Services	4'624	5'151	65.7	2'059
Magazines/ newspapers: cumulative values						
Media 'have looked at': cumulative values						
2201 - 2202	1	1 title	384	400	5.1	160
	2	2 titles	411	437	5.6	175
	3	3 titles	566	652	8.3	260
	4	4 titles	679	751	9.6	300
	5	5 titles	869	872	11.1	349
	6	6 titles	952	925	11.8	370
	7	7 titles	917	885	11.3	354
	8	8 titles	808	751	9.6	300
	9	9 titles	608	574	7.3	229
	10	10 titles	422	374	4.8	149
	11	11 titles	303	276	3.5	110
	12	12 titles	194	189	2.4	76
	13	13 titles	139	123	1.6	49
	14	14 titles	63	56	0.7	22
	15	15 titles	45	45	0.6	18
	16	16 titles	32	33	0.4	13
	17	17 titles	15	18	0.2	7
	18	18 titles	5	3	0.0	1
	19	19 titles	3	2	0.0	1
	20	20 titles	0	0	0.0	0

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
Media within maximum readership: cumulative values						
2203 - 2204	1	1 title	780	838	10.7	335
	2	2 titles	880	972	12.4	388
	3	3 titles	1'083	1'138	14.5	455
	4	4 titles	1'195	1'123	14.3	449
	5	5 titles	1'053	995	12.7	398
	6	6 titles	859	759	9.7	303
	7	7 titles	474	425	5.4	170
	8	8 titles	287	266	3.4	106
	9	9 titles	170	157	2.0	63
	10	10 titles	89	84	1.1	33
	11	11 titles	40	45	0.6	18
	12	12 titles	31	22	0.3	9
	13	13 titles	16	18	0.2	7
	14	14 titles	8	5	0.1	2
	15	15 titles	5	4	0.1	2
	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
	20	20 titles	0	0	0.0	0
Media within AIR: cumulative values						
2205 - 2206	1	1 title	1'716	1'703	21.7	681
	2	2 titles	1'541	1'560	19.9	623
	3	3 titles	1'106	973	12.4	389
	4	4 titles	641	571	7.3	228
	5	5 titles	333	283	3.6	113
	6	6 titles	149	135	1.7	54
	7	7 titles	68	70	0.9	28
	8	8 titles	39	39	0.5	16
	9	9 titles	13	12	0.2	5
	10	10 titles	10	7	0.1	3
	11	11 titles	1	1	0.0	0
	12	12 titles	3	1	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
	20	20 titles	0	0	0.0	0

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
Media 'core readers': cumulative values						
2207 - 2208	1	1 title	1'946	1'869	23.8	747
	2	2 titles	948	888	11.3	355
	3	3 titles	383	341	4.3	136
	4	4 titles	136	122	1.6	49
	5	5 titles	34	26	0.3	11
	6	6 titles	28	32	0.4	13
	7	7 titles	12	11	0.1	4
	8	8 titles	7	5	0.1	2
	9	9 titles	4	5	0.1	2
	10	10 titles	4	4	0.0	1
	11	11 titles	1	1	0.0	0
	12	12 titles	1	0	0.0	0
	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
	20	20 titles	0	0	0.0	0
Digital services: cumulative values						
Digital services 'broadest audience': cumulative values						
2209 - 2210	1	1 service	1'183	1'131	14.4	452
	2	2 services	1'113	1'075	13.7	430
	3	3 services	879	902	11.5	361
	4	4 services	739	733	9.4	293
	5	5 services	547	542	6.9	217
	6	6 services	446	442	5.6	176
	7	7 services	366	381	4.9	152
	8	8 services	271	289	3.7	115
	9	9 services	212	201	2.6	80
	10	10 services	145	155	2.0	62
	11	11 services	116	120	1.5	48
	12	12 services	82	74	0.9	29
	13	13 services	40	35	0.5	14
	14	14 services	13	11	0.1	4
	15	15 services	8	7	0.1	3
	16	16 services	2	3	0.0	1
	17	17 services	0	0	0.0	0

Field(s) Code		Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
Combinations: additional exposure probabilities					
Magazines/ Newspapers					
4206-4208	Focus-Blue-Chip-Kombi (Focus/ Focus Money)	1'484	1'473	18.8	589
4218-4220	Kluge Köpfe Kombi (F.A.Z./ F.A.S.)	1'164	1'054	13.4	421
4233-4235	Republic workday (F.A.Z./ SZ)	1'658	1'533	19.6	613
4236-4238	Republic weekend (F.A.Z./ F.A.S./ SZ)	2'126	1'959	25.0	783
4221-4223	Tagesspiegel (Tagesspiegel/ PNN)	281	247	3.2	99
4227-4229	Welt am Sonntag (WamS/ WamS Kompakt)	640	608	7.8	243
4230-4232	Welt Print Gesamt (Die Welt/ WamS/ WamS Kompakt)	1'176	1'097	14.0	438
Digital services (Online + App) - Contact within last 4 weeks					
6722-6728	Brand eins: brandeins.de	1'438	1'395	17.8	557
6729-6735	Capital: capital.de	3'255	3'099	39.5	1'238
6750-6756	heise.de + App(s)	23'869	20'026	255.4	8'003
6757-6763	F.A.Z.: faz.net + App(s)	164'263	166'227	2120.2	66'427
6764-6770	Focus: focus.de + App(s)	170'958	175'861	2243.1	70'277
6771-6777	Handelsblatt: handelsblatt.com + App(s)	235'277	223'070	2845.3	89'143
6778-6784	Handwerk Magazin: handwerk-magazin.de	1'948	1'778	22.7	710
6792-6798	Manager Magazin: manager-magazin.de + App(s)	33'826	30'839	393.4	12'324
6799-6805	Markt und Mittelstand: marktundmittelstand.de	2'239	2'135	27.2	853
6806-6812	Der Spiegel: spiegel.de + App(s)	845'408	801'164	10218.9	320'159
6813-6819	Stern: stern.de + App(s)	108'165	116'577	1487.0	46'586
6820-6826	Süddeutsche Zeitung: süddeutsche.de + App(s)	104'862	105'038	1339.8	41'975
6785-6791	Tagesspiegel: tagesspiegel.de + App(s)	10'821	10'793	137.7	4'313
6827-6833	VDI Nachrichten: ingenieur.de + App(s)	6'231	5'960	76.0	2'382
6834-6840	Welt: welt.de + App(s)	85'861	87'795	1119.8	35'084
6841-6847	Wirtschaftswoche: wirtschaftswoche.de + App(s)	42'835	39'613	505.3	15'830
6848-6854	Die Zeit: zeit.de + App(s)	67'810	70'401	898.0	28'133
Digital services (Online + App) - Contact within last week					
6855-6861	Brand eins: brandeins.de	344	327	4.2	130
6862-6868	Capital: capital.de	758	712	9.1	285
6883-6889	heise.de + App(s)	5'869	4'963	63.3	1'983
6890-6896	F.A.Z.: faz.net + App(s)	38'234	38'713	493.8	15'471
6897-6903	Focus: focus.de + App(s)	39'890	41'037	523.4	16'399
6904-6910	Handelsblatt: handelsblatt.com + App(s)	54'964	52'100	664.5	20'820
6911-6917	Handwerk Magazin: handwerk-magazin.de	470	433	5.5	173
6925-6931	Manager Magazin: manager-magazin.de + App(s)	7'910	7'218	92.1	2'884
6932-6938	Markt und Mittelstand: marktundmittelstand.de	538	512	6.5	205
6939-6945	Der Spiegel: spiegel.de + App(s)	197'196	186'849	2383.3	74'668
6946-6952	Stern: stern.de + App(s)	25'236	27'199	346.9	10'869
6953-6959	Süddeutsche Zeitung: süddeutsche.de + App(s)	24'389	24'426	311.6	9'761
6918-6924	Tagesspiegel: tagesspiegel.de + App(s)	2'535	2'519	32.1	1'007
6960-6966	VDI Nachrichten: ingenieur.de + App(s)	1'518	1'447	18.5	578
6967-6973	Welt: welt.de + App(s)	20'027	20'480	261.2	8'184
6974-6980	Wirtschaftswoche: wirtschaftswoche.de + App(s)	9'945	9'203	117.4	3'678
6981-6987	Die Zeit: zeit.de + App(s)	15'823	16'436	209.6	6'568

Field(s) Code		Cases un- weighted	Decision-maker		Proj. thou.
			Cases	%	
				weighted	
Crossmedia-Probabilities per Month (Print + Online + (if present) App)					
7101-7104	Brand eins + brandeins.de	607	586	7.5	234
7105-7108	Capital + capital.de	1'186	1'089	13.9	435
7117-7120	c't Magazin + heise.de + App(s)	1'854	1'825	23.3	729
7121-7124	F.A.Z. + faz.net + App(s)	18'852	17'183	219.2	6'866
7125-7128	F.A.Z. + F.A.S. + faz.net + App(s)	20'723	18'885	240.9	7'547
7129-7132	Focus + focus.de + App(s)	6'996	7'055	90.0	2'819
7133-7136	Focus + Focus Money + focus.de + App(s)	8'537	8'537	108.9	3'412
7137-7140	Handelsblatt + handelsblatt.com + App(s)	18'459	16'583	211.5	6'627
7141-7144	Handwerk Magazin + handwerk-magazin.de	892	810	10.3	324
7149-7152	Manager Magazin + manager-magazin.de + App(s)	1'866	1'673	21.3	668
7153-7156	Markt und Mittelstand + marktundmittelstand.de	991	903	11.5	361
7157-7160	Der Spiegel + spiegel.de + App(s)	10'911	10'544	134.5	4'213
7165-7168	Stern + stern.de + App(s)	5'523	5'920	75.5	2'366
7169-7172	Süddeutsche Zeitung + süddeutsche.de + App(s)	25'358	24'043	306.7	9'608
7145-7148	Tagesspiegel + tagesspiegel.de + App(s)	8'545	7'610	97.1	3'041
7173-7176	VDI Nachrichten + ingenieur.de + App(s)	2'356	2'102	26.8	840
7177-7180	Die Welt + welt.de + App(s)	12'812	11'956	152.5	4'778
7181-7184	Welt Print Gesamt + welt.de + App(s)	15'372	14'388	183.5	5'750
7185-7188	Wirtschaftswoche + wirtschaftswoche.de + App(s)	4'694	4'220	53.8	1'686
7189-7192	Die Zeit + zeit.de + App(s)	5'552	5'577	71.1	2'229
Total probabilities					
6201-6204	PZ total (probabilities)	10'945	10'336	131.8	4'131
6205-6208	TZ total (probabilities)	3'293	2'998	38.2	1'198
6209-6212	Print total (PZ, TZ) (probabilities)	14'238	13'334	170.1	5'329
6229-6236	Digital total (Online, App) (usage within last 4 weeks)	1'908'916	1'861'633	23745.3	743'941

Field(s) Code		Cases un- weighted	Decision-maker		Proj. thou.
			Cases	%	
				weighted	
Average PI					
Digital services (Online + App) - Average PI within last 4 weeks					
8216-8220	Brand eins: brandeins.de	1'473	1'429	18.2	571
8221-8225	Capital: capital.de	3'324	3'159	40.3	1'263
8236-8240	heise.de + App(s)	81'667	66'825	852.4	26'705
8241-8245	F.A.Z.: faz.net + App(s)	670'007	696'044	8878.1	278'151
8246-8250	Focus: focus.de + App(s)	981'491	1'240'328	15820.5	495'657
8251-8255	Handelsblatt: handelsblatt.com + App(s)	1'930'304	2'000'161	25512.3	7'992'991
8256-8260	Handwerk Magazin: handwerk-magazin.de	1'966	1'796	22.9	718
8266-8270	Manager Magazin: manager-magazin.de + App(s)	40'900	37'497	478.3	14'984
8271-8275	Markt und Mittelstand: marktundmittelstand.de	2'264	2'161	27.6	864
8276-8280	Der Spiegel: spiegel.de + App(s)	2'657'807	2'649'061	33789.0	586'112
8281-8285	Stern: stern.de + App(s)	180'836	187'709	2394.3	75'012
8286-8290	Süddeutsche Zeitung: süddeutsche.de + App(s)	364'700	327'488	4177.1	130'870
8261-8265	Tagesspiegel: tagesspiegel.de + App(s)	99'766	103'851	1324.6	41'501
8291-8295	VDI Nachrichten: ingenieur.de + App(s)	7'593	6'985	89.1	2'791
8296-8300	Welt: welt.de + App(s)	188'468	187'901	2396.7	75'088
8301-8305	Wirtschaftswoche: wirtschaftswoche.de + App(s)	85'218	83'795	1068.8	33'486
8306-8310	Die Zeit: zeit.de + App(s)	295'115	271'006	3456.7	108'299
Digital services (Online + App) - Average PI within last week					
8311-8315	Brand eins: brandeins.de	486	462	5.9	185
8316-8320	Capital: capital.de	1'038	967	12.3	387
8331-8335	heise.de + App(s)	21'801	18'324	233.7	7'323
8336-8340	F.A.Z.: faz.net + App(s)	172'500	176'225	2247.8	70'423
8341-8345	Focus: focus.de + App(s)	245'375	302'539	3858.9	120'900
8346-8350	Handelsblatt: handelsblatt.com + App(s)	514'108	551'881	7039.3	220'541
8351-8355	Handwerk Magazin: handwerk-magazin.de	562	531	6.8	212
8361-8365	Manager Magazin: manager-magazin.de + App(s)	15'061	14'107	179.9	5'638
8366-8370	Markt und Mittelstand: marktundmittelstand.de	676	653	8.3	261
8371-8375	Der Spiegel: spiegel.de + App(s)	639'783	635'608	8107.2	254'000
8376-8380	Stern: stern.de + App(s)	79'646	81'141	1035.0	32'425
8381-8385	Süddeutsche Zeitung: süddeutsche.de + App(s)	123'013	112'490	1434.8	44'953
8356-8360	Tagesspiegel: tagesspiegel.de + App(s)	25'787	27'916	356.1	11'156
8386-8390	VDI Nachrichten: ingenieur.de + App(s)	2'706	2'574	32.8	1'029
8391-8395	Welt: welt.de + App(s)	53'950	53'987	688.6	21'574
8396-8400	Wirtschaftswoche: wirtschaftswoche.de + App(s)	30'570	31'220	398.2	12'476
8401-8405	Die Zeit: zeit.de + App(s)	79'335	72'576	925.7	29'003