

# Urlaub Perfekt - Readers' Survey



# Description of Survey

## **Objective:**

This reader's survey is to provide information on the evaluation of the title by buyership and readership, as well as to establish travel interests and benchmarks on travel behaviour and especially structural characteristics of this group.

## **Method:**

The reader's survey for „Urlaub Perfekt“ was carried out in writing using a questionnaire published in issue 01-2/05.

# Description of Survey

## **Population and Random Sample:**

A distinction between buyers and subscribers was not made; the survey was addressed equally to all readers of Urlaub Perfekt.

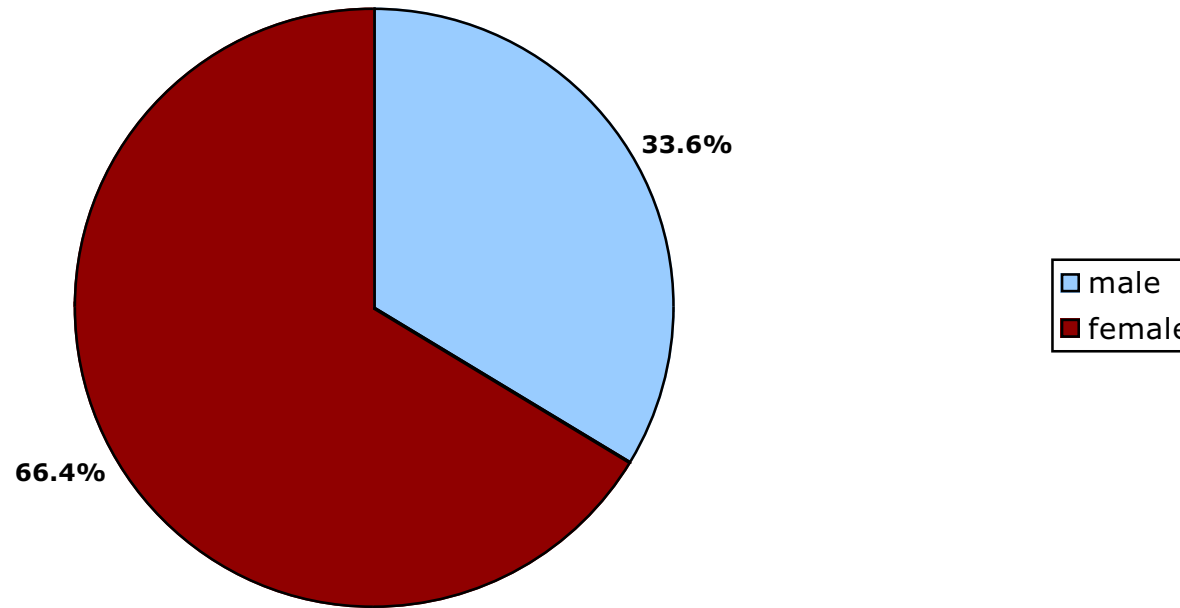
Out of almost 3,000 replies sent in, 500 questionnaires were selected at random to provide a statistically secured basis for the present selection.

## **Survey Period:**

After the publication date of issue 01-2/05 of March 1st, 2005, the participants had six weeks to return the completed questionnaire.

Demography

# Gender

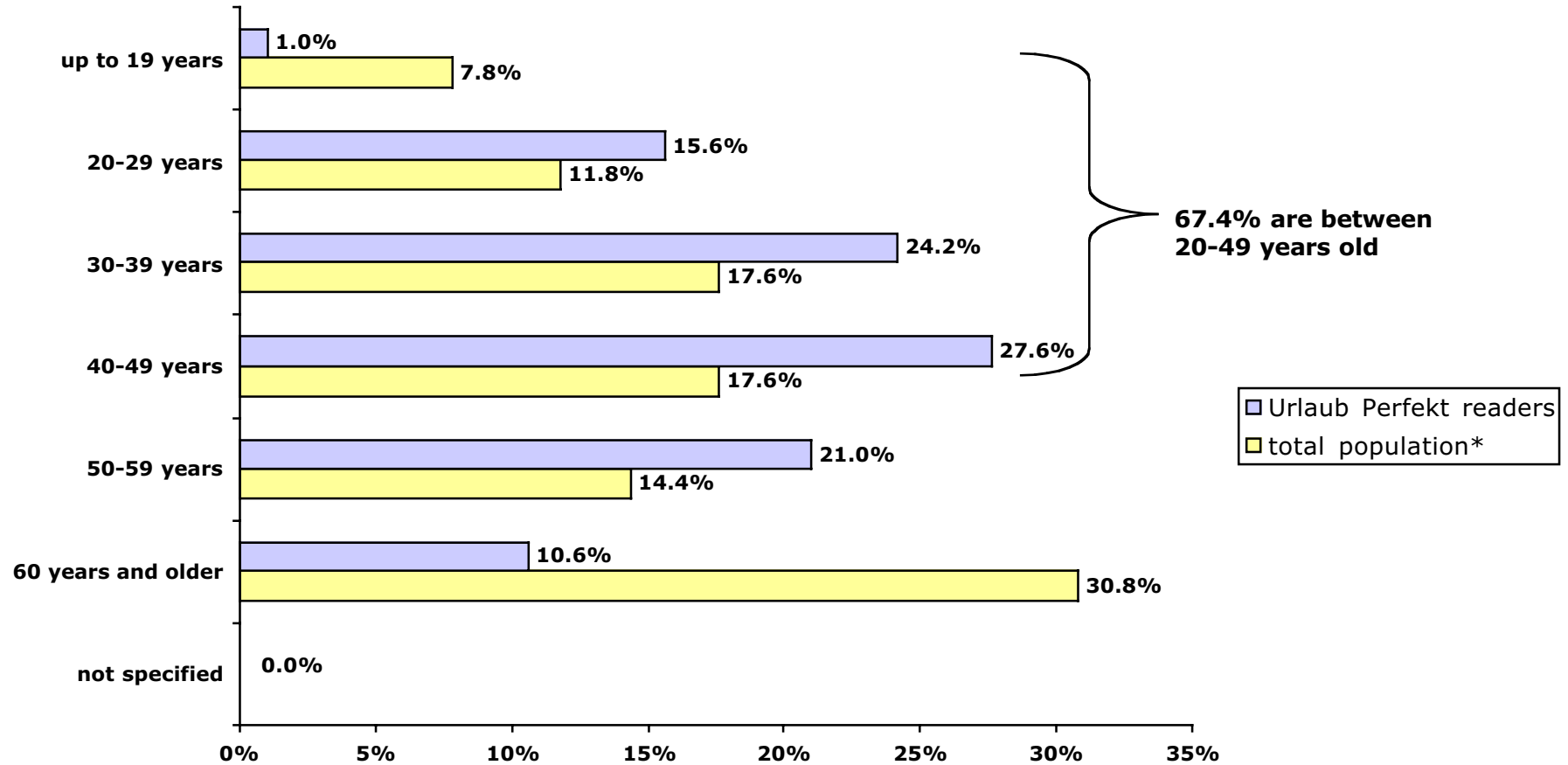


The majority of our readers are women.

Source: own readers' survey; n=500

Demography

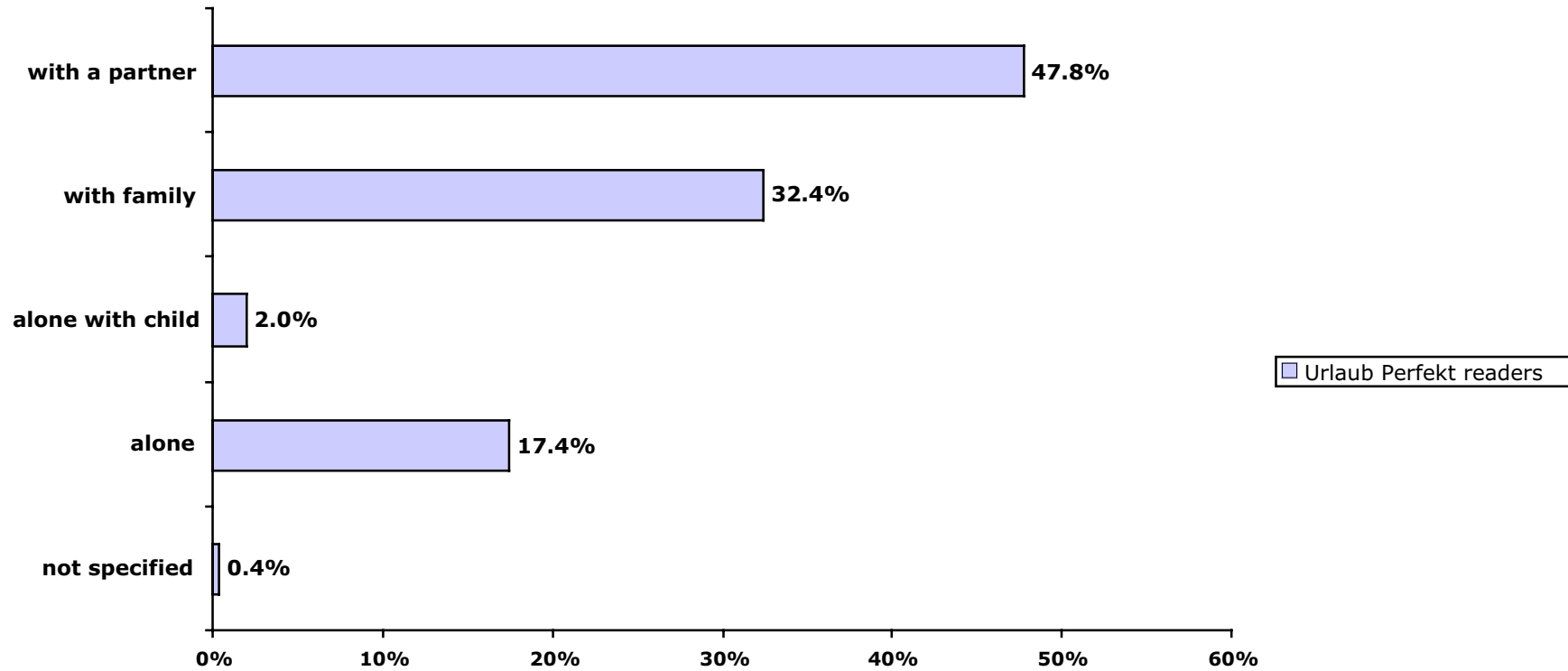
# How old are you? (incl. comparison with total population)



Source: own readers' survey; n=500;  
 \*in comparison to total population according to VA 2004/3 (consumer analysis)

## Demography

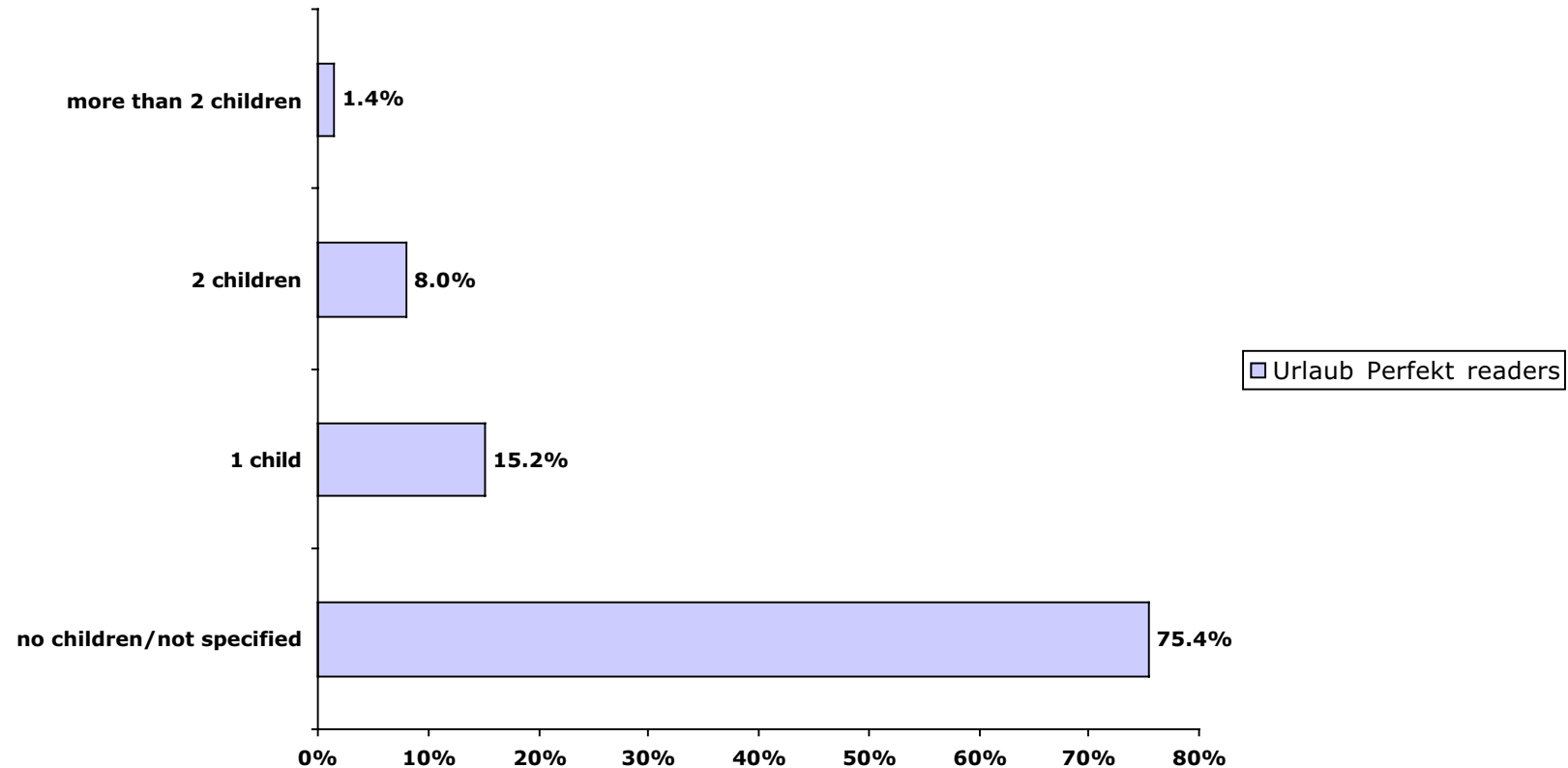
# Do you live...



Source: own readers' survey; n=500

## Demography

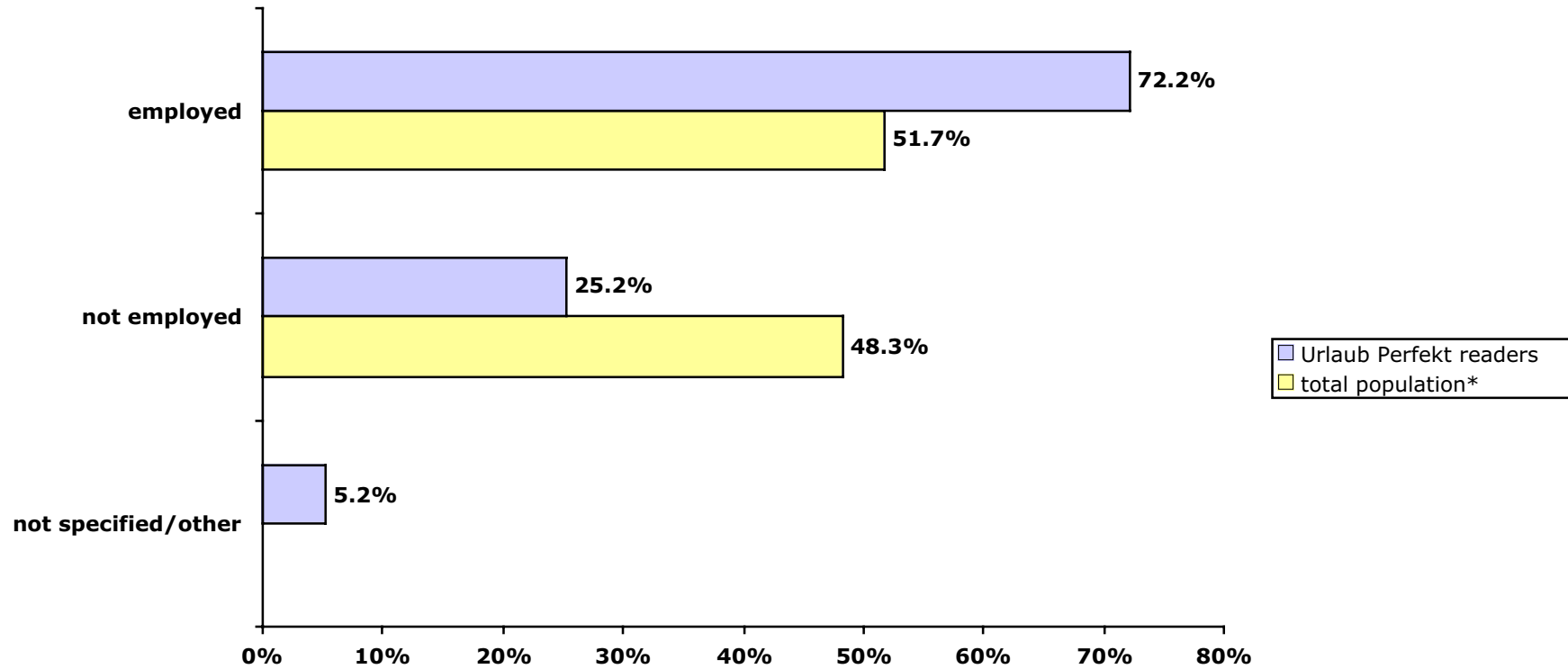
# How many children under 14 live in your household?



Source: own readers' survey; n=500

Demography

# Are you...

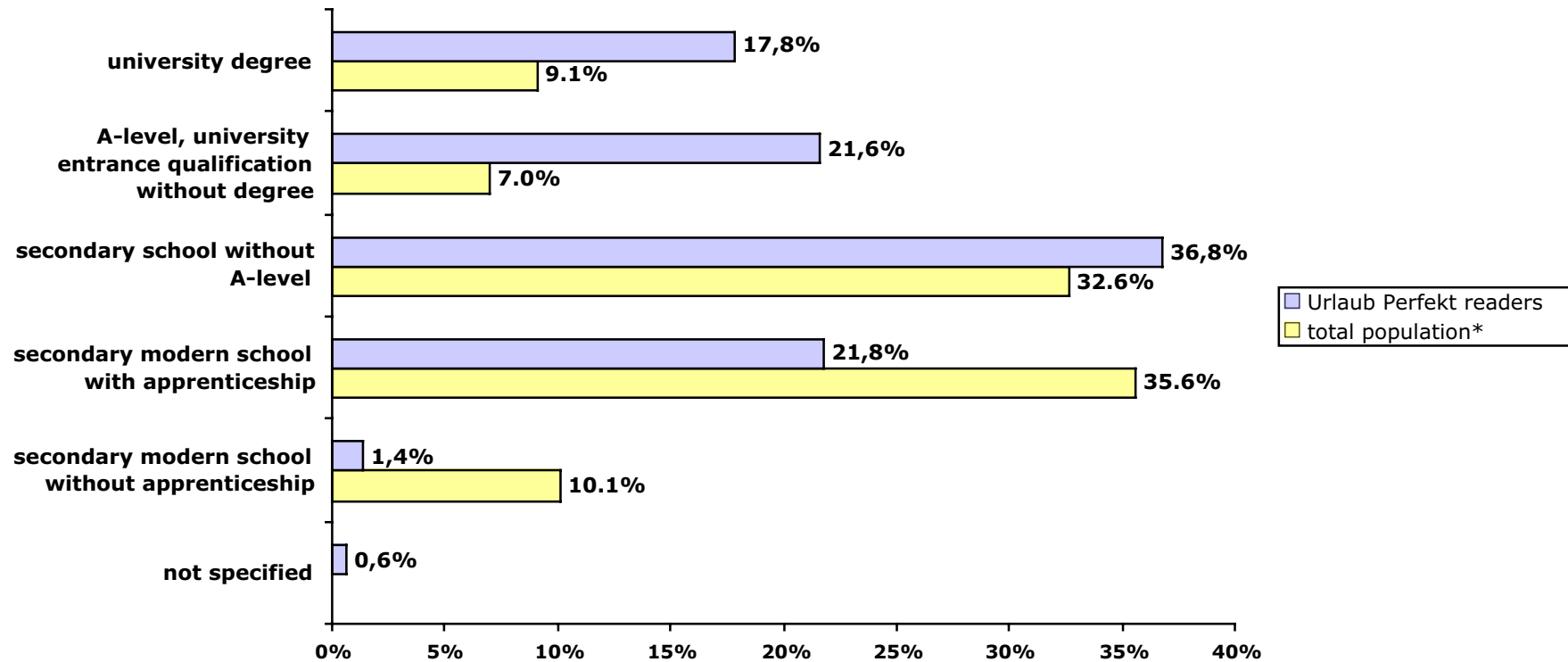


Source: own readers' survey; n=500,  
 \*in comparison to total population according to VA 2004/3 (consumer analysis)



## Demography

# Education and Training

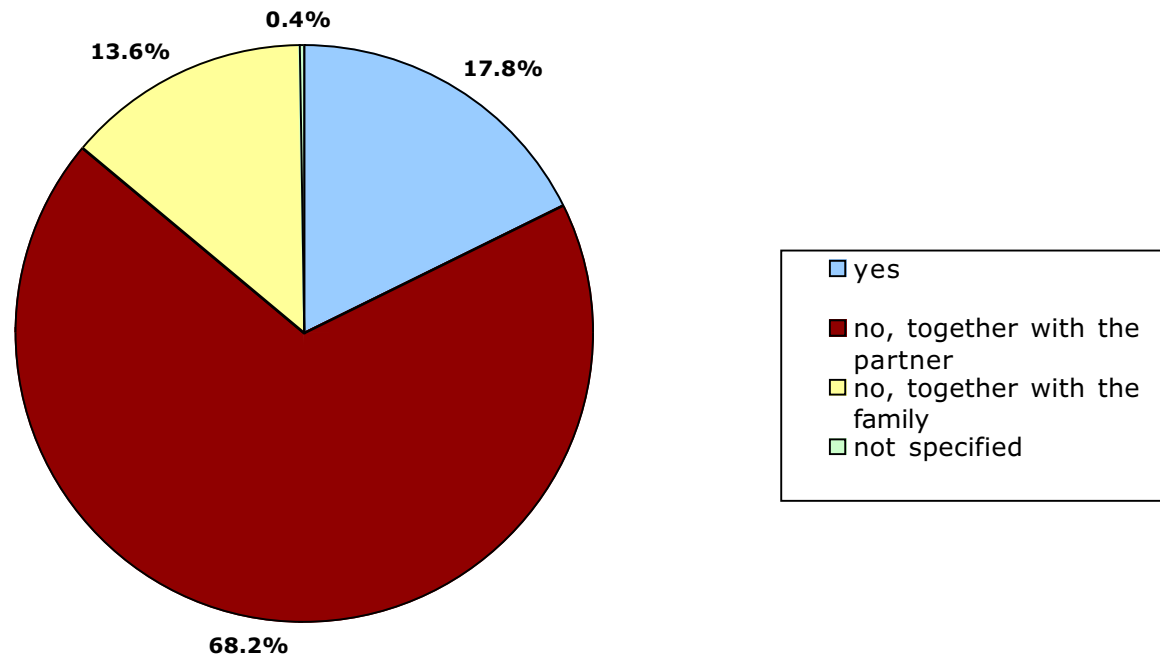


Source: own readers' survey; n=500

\*in comparison to total population according to VA 2004/3 (consumer analysis)

Consumer behaviour and travelling interest

## In general, do you make all decisions concerning your holidays by yourself?

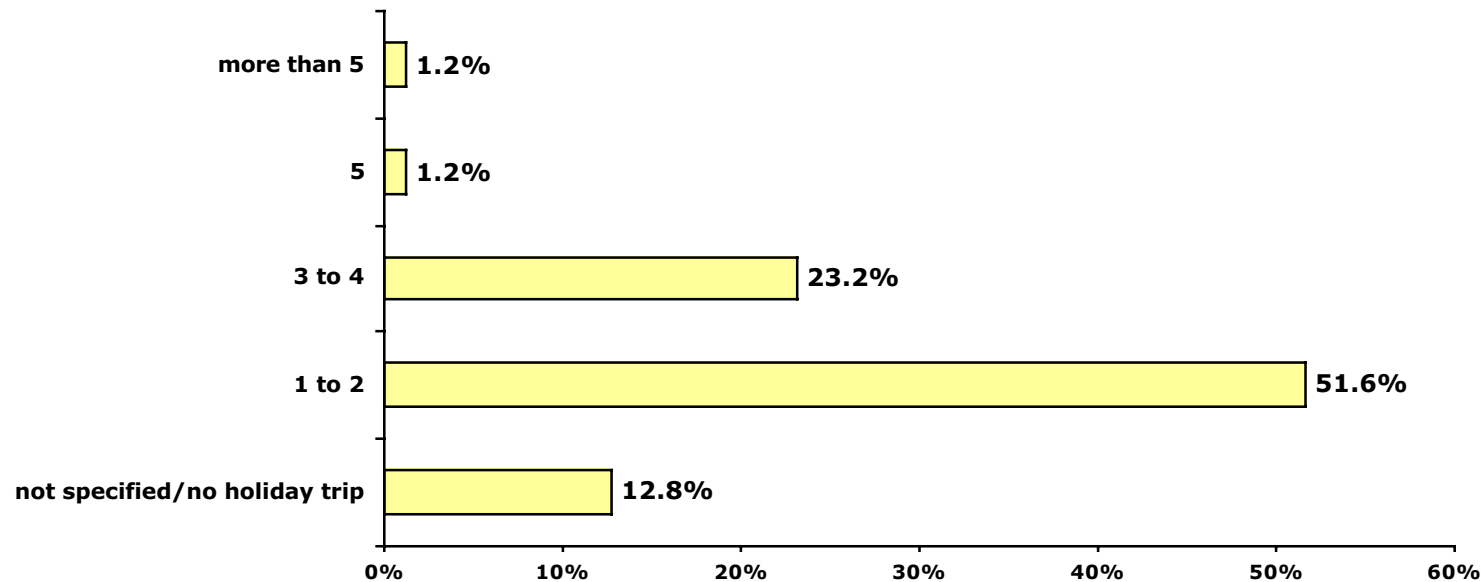


As expected, Urlaub Perfekt readers generally make decisions on holidays together with their family/partner.

Source: own readers' survey; n=500

Consumer behaviour and travelling interest

## How many holiday trips of 6 days and more did you make within the last 12 months?

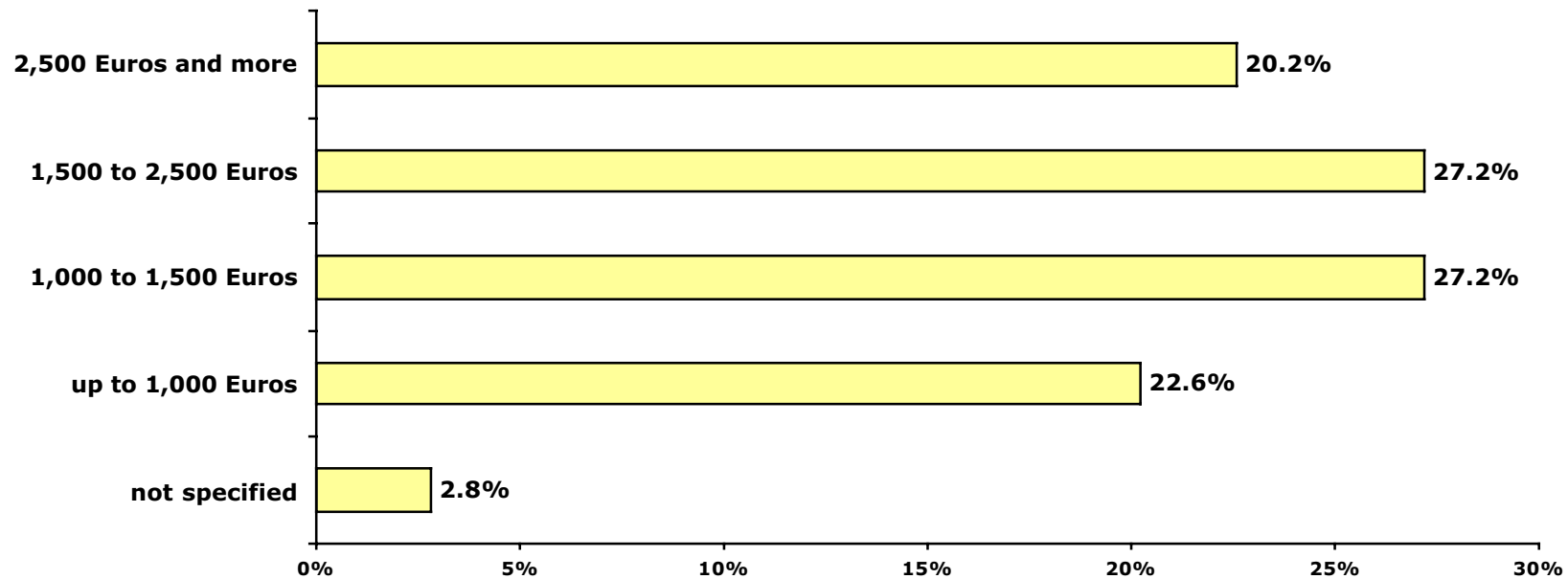


Urlaub Perfekt appeals to both the holiday traveller as well as the frequent traveller.

Source: own readers' survey; n=500

Consumer behaviour and travelling interest

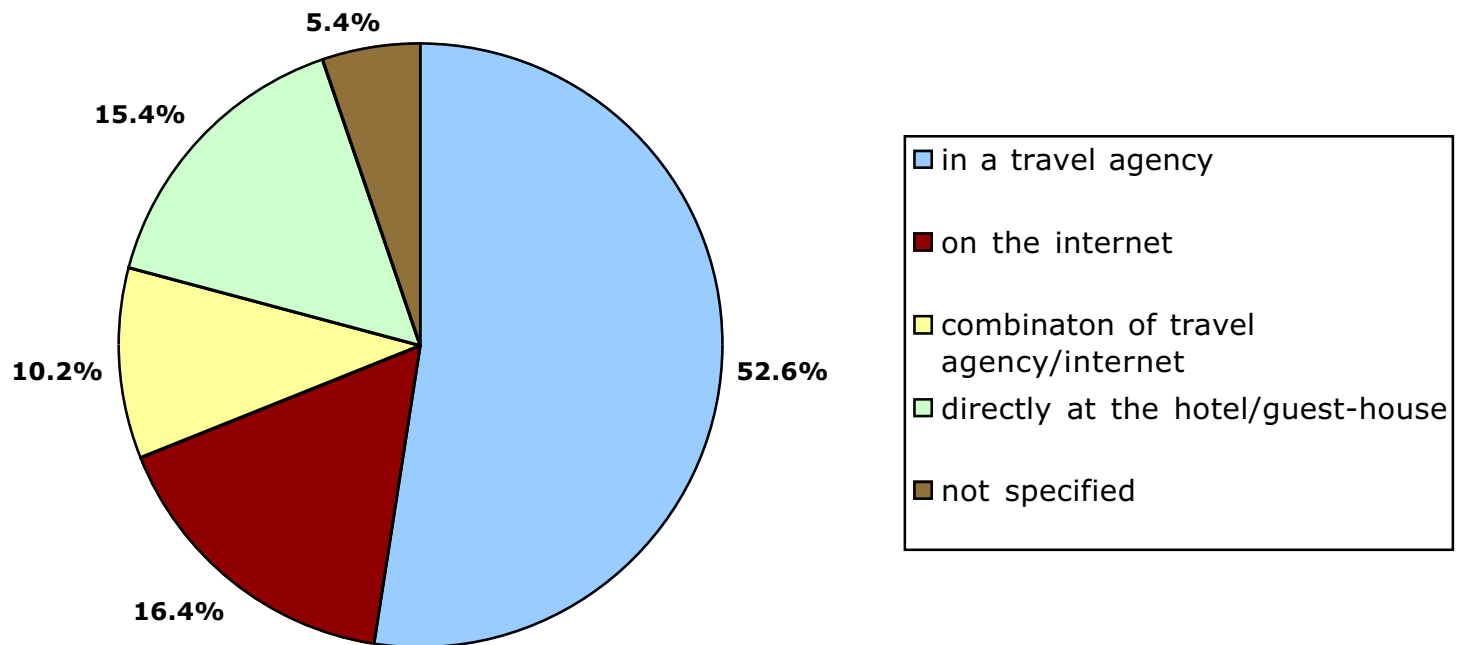
# How much money did you spend on your last main holiday?



Source: own readers' survey; n=500

Consumer behaviour and travelling interest

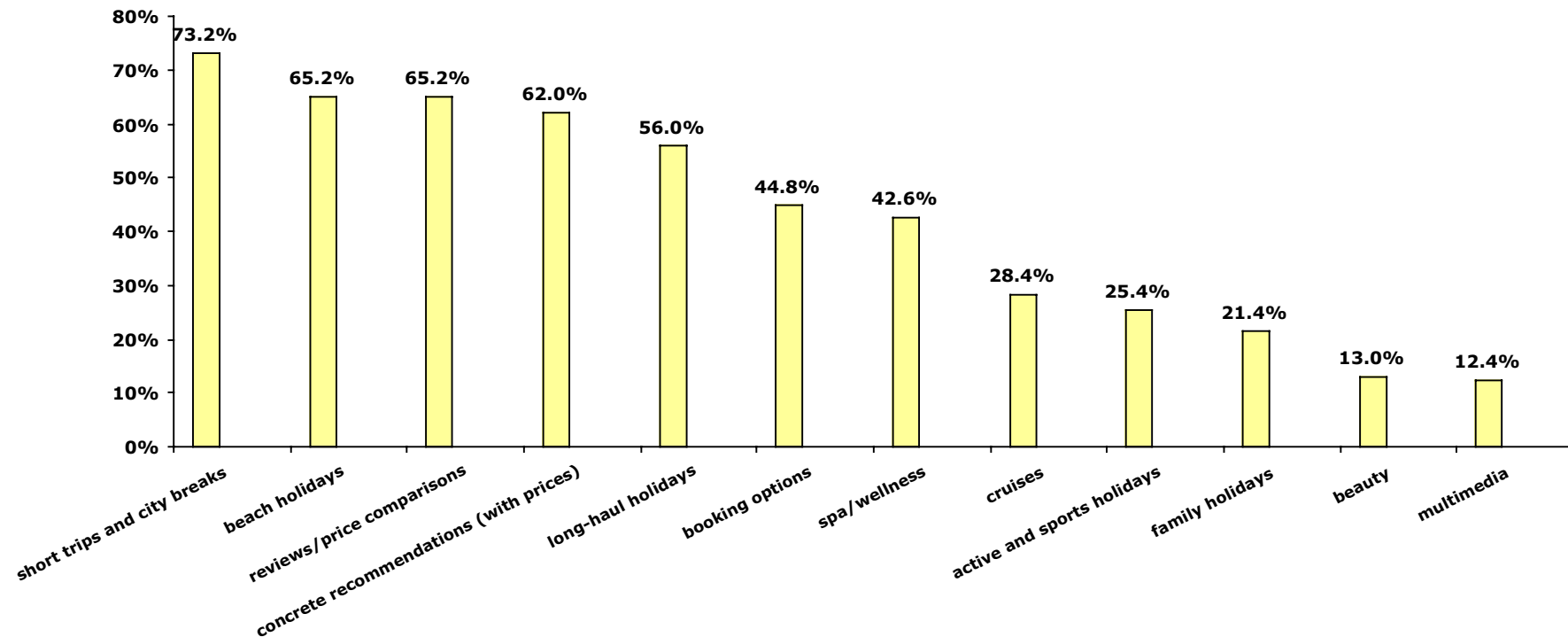
## How did you book your last holiday?



Source: own readers' survey; n=500

Consumer behaviour and travelling interest

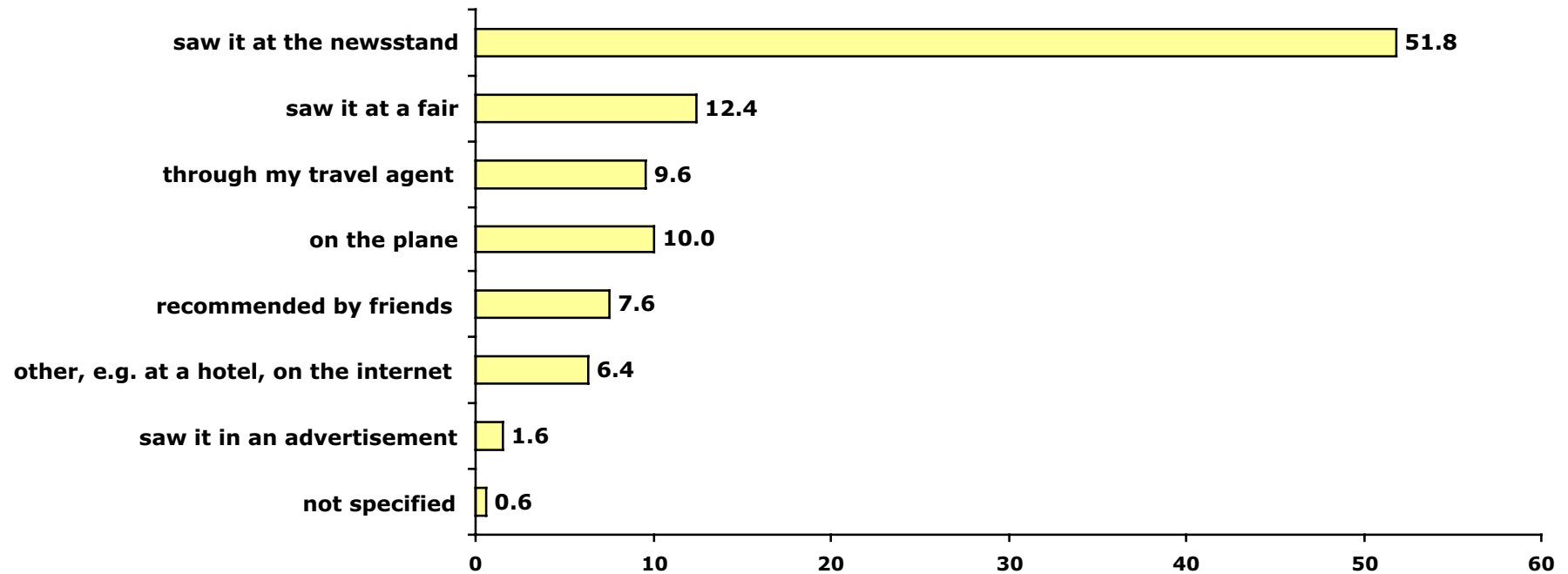
## Which travel topics are you mostly interested in? (multiple replies possible)



Source: own readers' survey; n=500

Magazine data

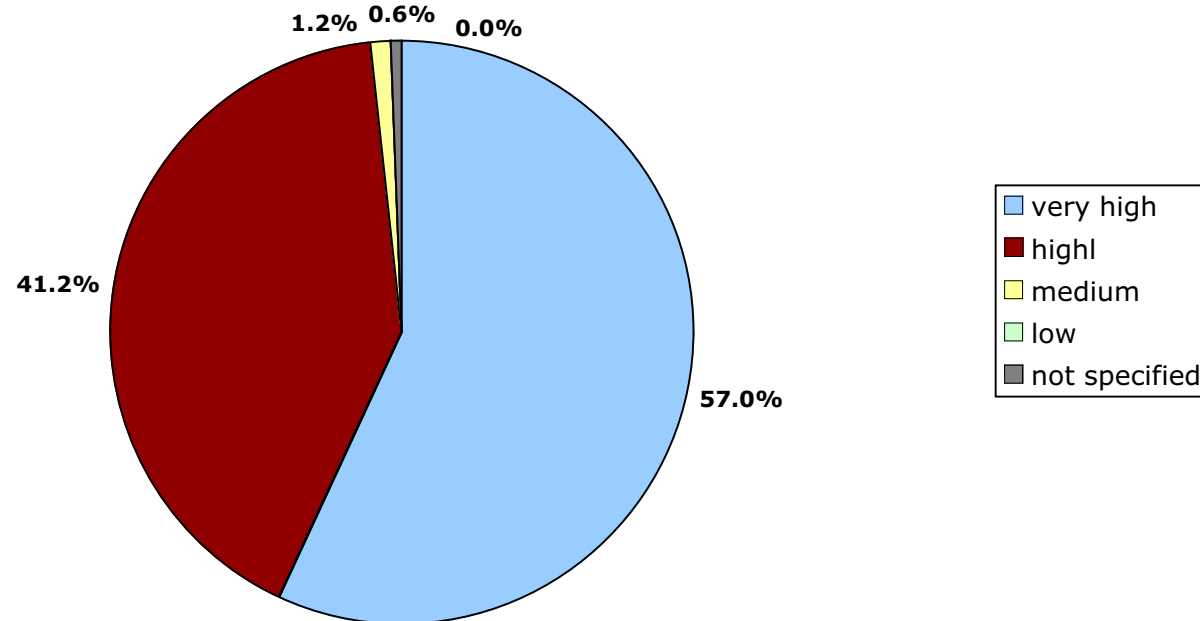
# How did you first become aware of Urlaub Perfekt?



Source: own readers' survey; n=500

Magazine data

## How do you rate Urlaub Perfekt?

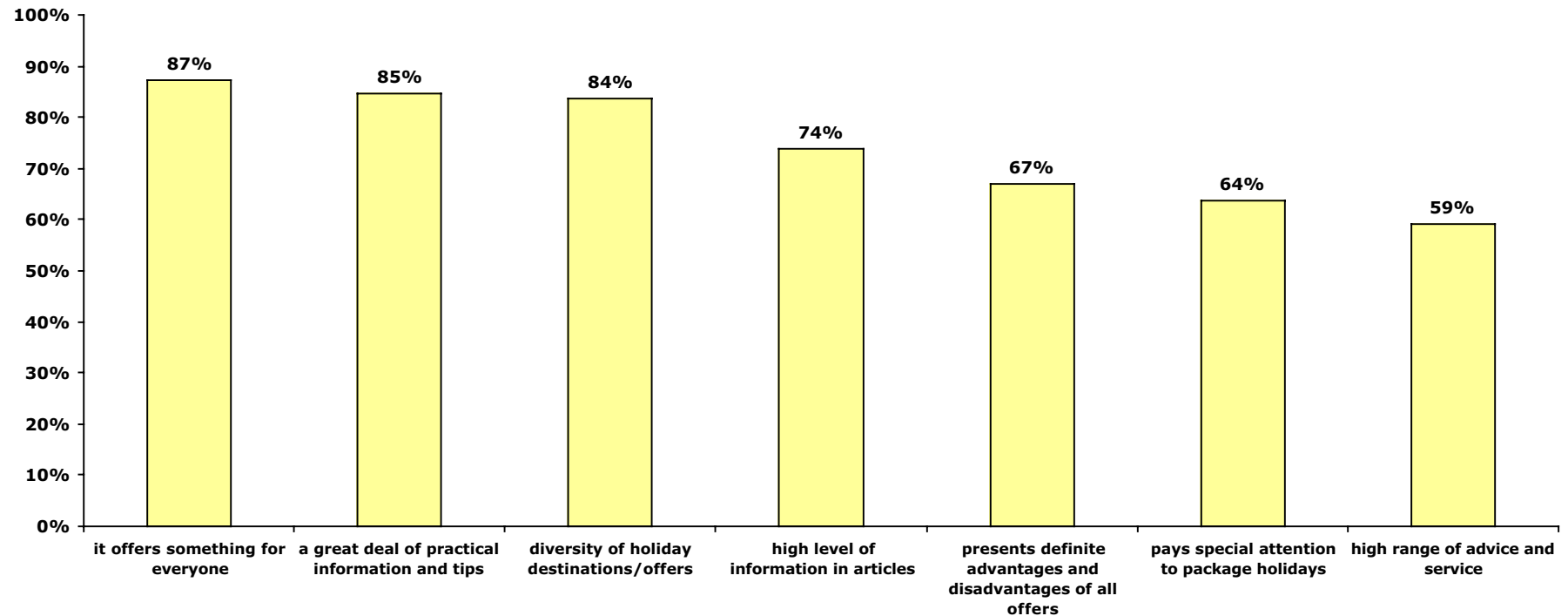


98.2% of all Urlaub Perfekt readers rate the magazine very high/high.

Source: own readers' survey; n=500

Magazine data

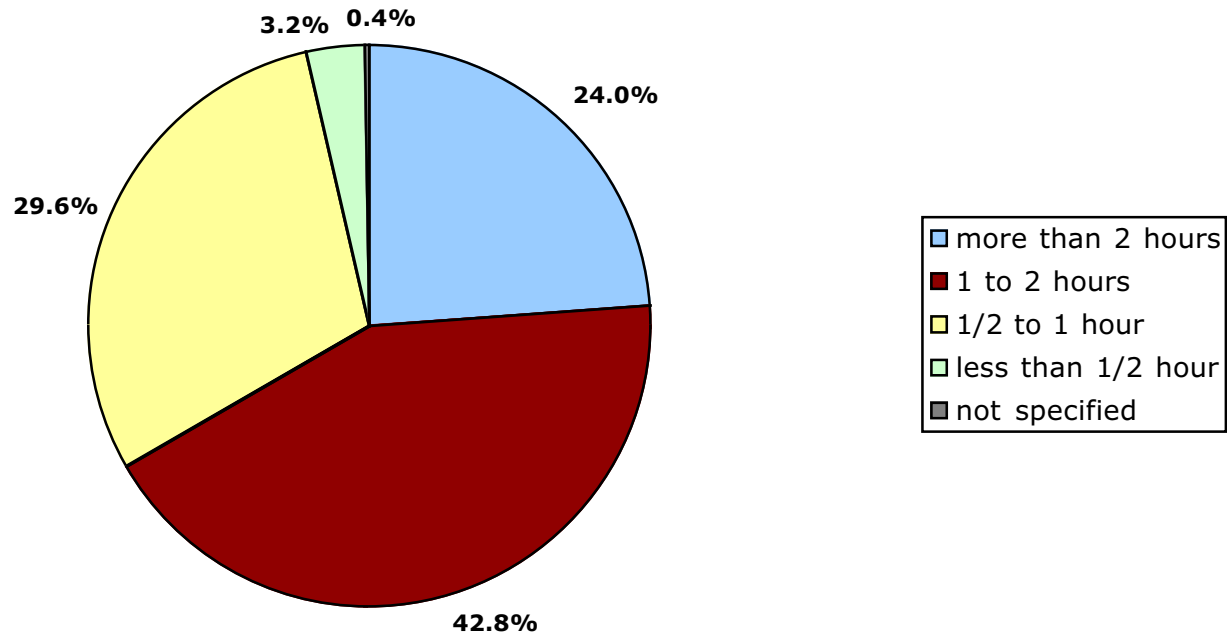
## What makes Urlaub Perfekt different from other travel magazines? Top 7



Source: own readers' survey; n=500

Magazine data

# How much time did you spend reading the magazine?



68% read Urlaub Perfekt for more than 1 hour.

Source: own readers' survey; n=500