

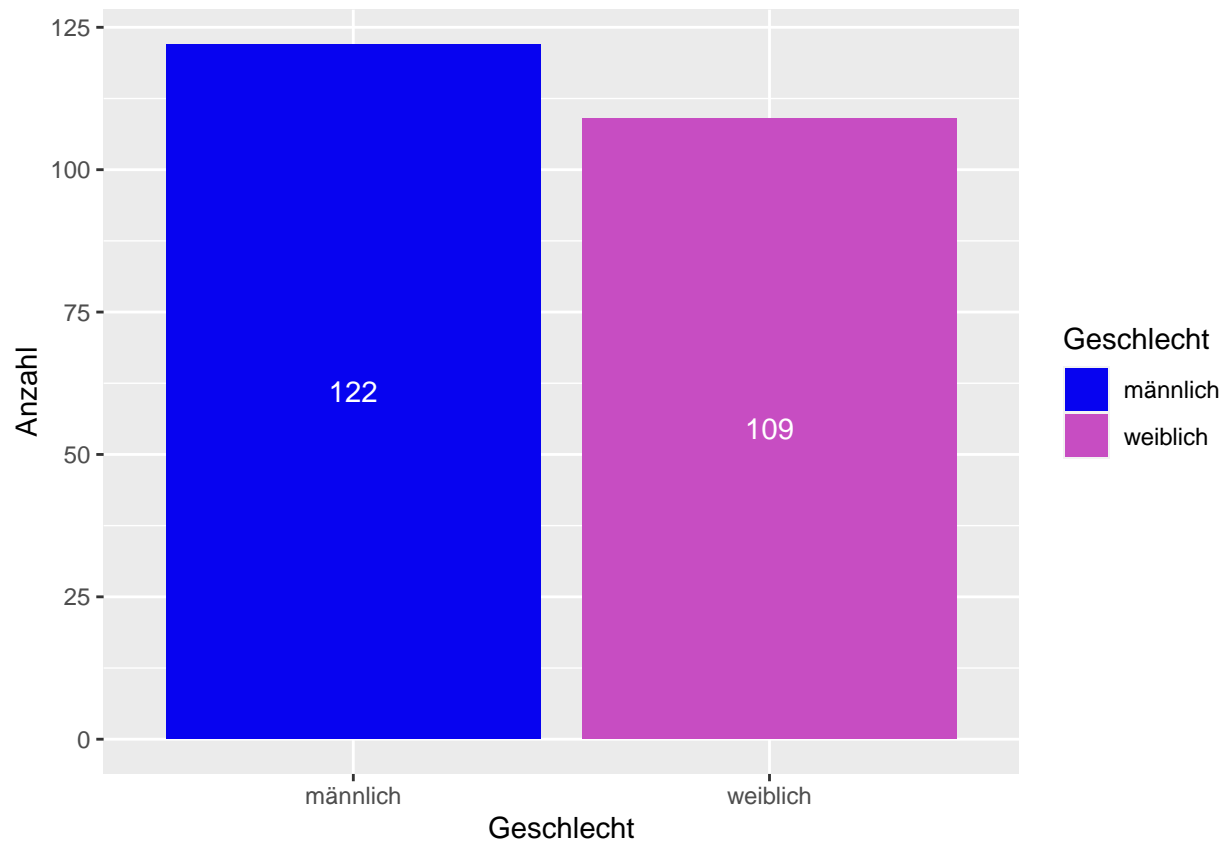
Kanäle und Medien des digitalen Marketings

Thomas Schmid, Damian Krebs

12.6.2020

Geschlecht Teilnehmende

23 - Wie alt sind Sie?

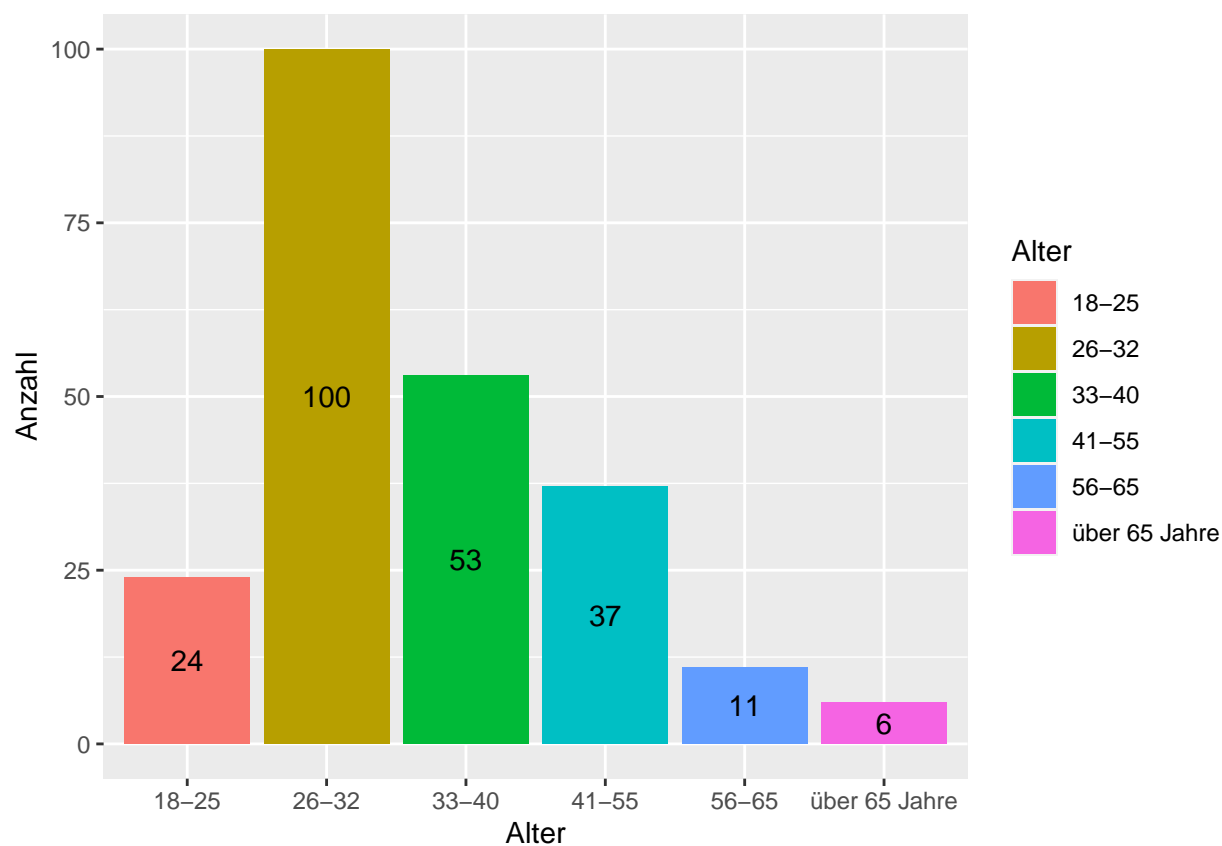


Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	Geschlecht	1	2	1	1.47	0.5	1

Nr	Feld	Antwortanzahl
1	männlich	52.81% (122)
2	weiblich	47.19% (109)
Total		100% (231)

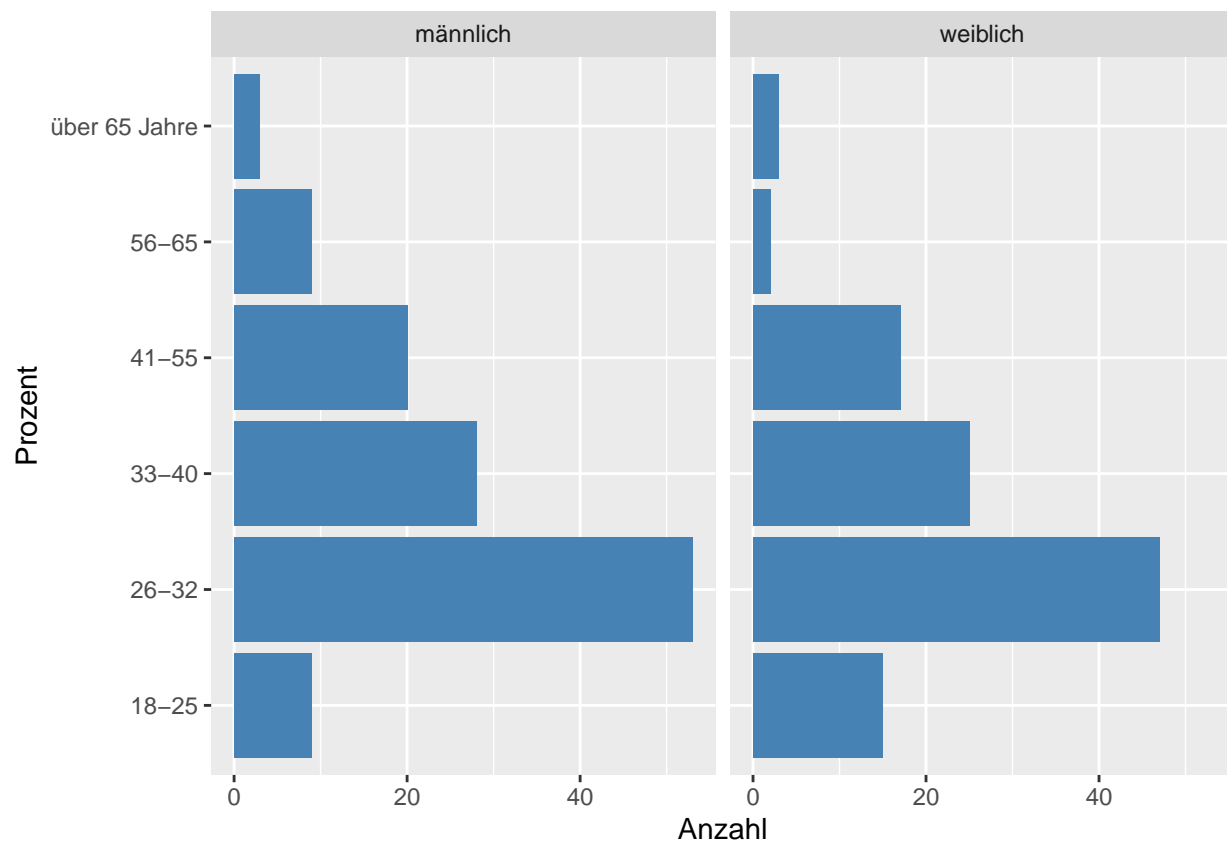
Alter Teilnehmende

24 - Sind Sie ... ?



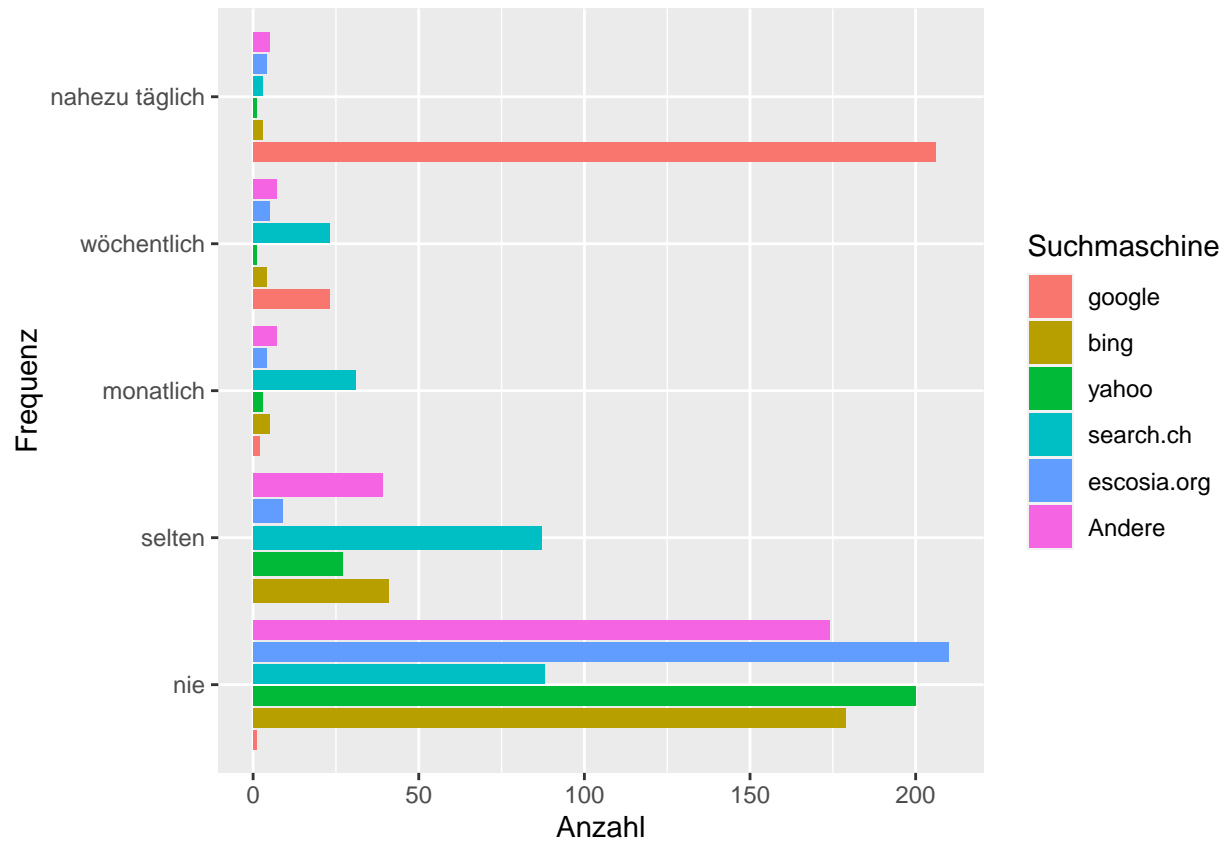
Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	Alter	2	7	3	3.69	1.16	3

Nr	Feld	Antwortanzahl
1	unter 18 Jahre	0.00% (0)
2	18-25	10.39% (24)
3	26-32	43.29% (100)
4	33-40	22.94% (53)
5	41-55	16.02% (37)
6	56-65	4.76% (11)
7	über 65 Jahre	2.6% (6)
Total		100% (231)



Suchmaschinenpräferenzen

01 - Welche Suchmaschinen verwenden Sie für die Suche nach Informationen und wie oft?



TextAndere

Wikipedia

local.ch

Firefox

keine

Wikipedia

-

Duckduckgo

DuckDuckgo

Erinnere mich gerade nicht

DuckDuckGo

DuckDuckGo

Brave

altavista

google scholar

Fireball

duckduckgo

Bibliothekskataloge, Swisslex, Swissbib

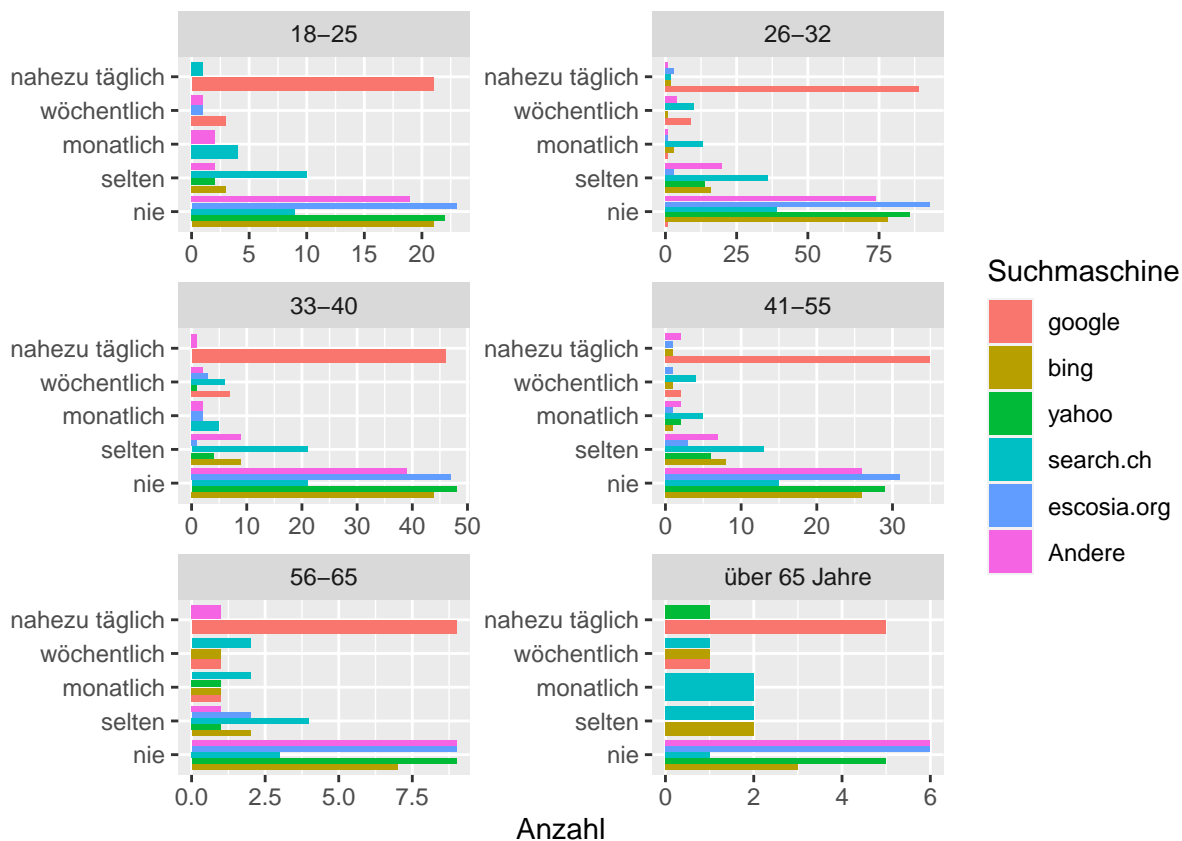
Duckduckgo

Wolfram Alpha

Text	Andere
Safari	
-	
DuckDuckGo	
Keine	
Wikipedia	
telsearch	
duckduckgo	
web.de	
-	
Keine	
duck duck go, Startpage (ja, ich weiss, die braucht hintenrum den gugel)	
Duckduckgo	
DuckDuckGo	
duckduckgo.com	
Safari	
Duckduckgo	

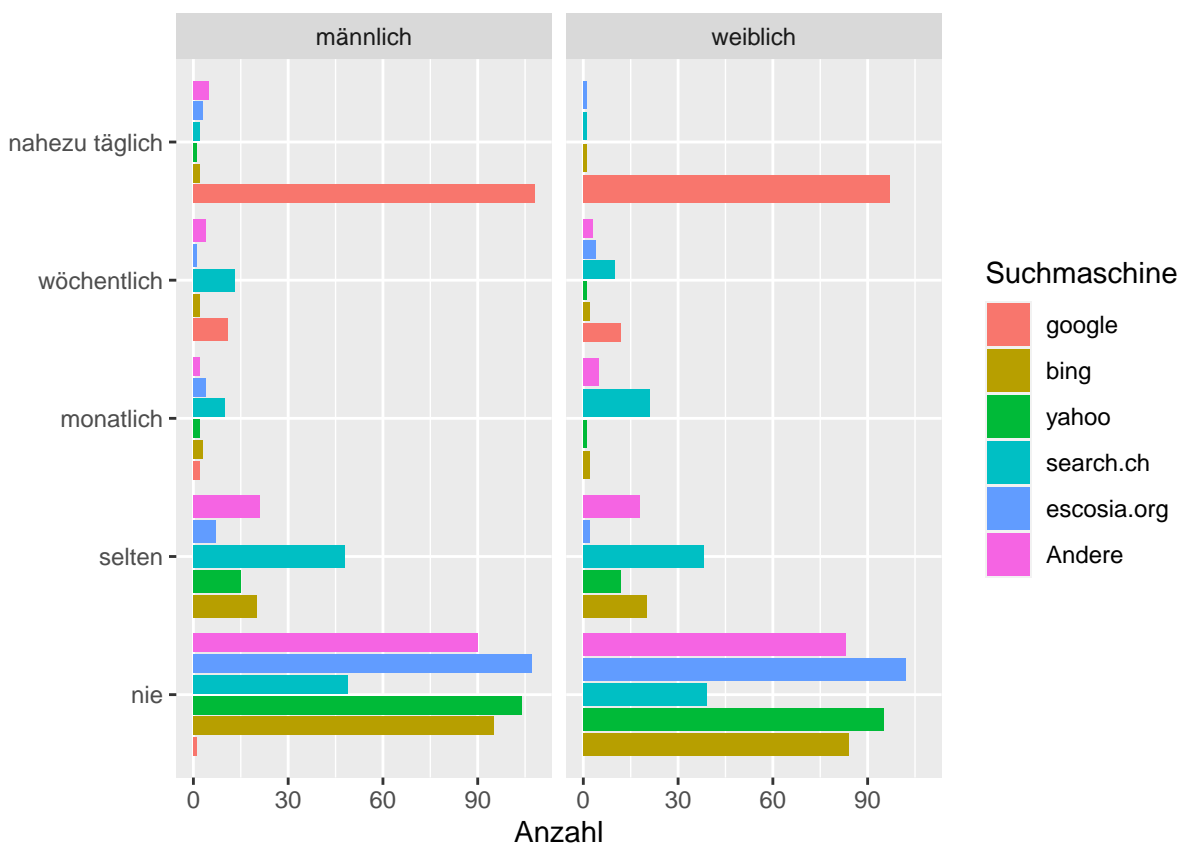
Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	google	1	5	5	4.87	0.43	5
2	bing	1	5	1	1.33	0.73	1
3	yahoo	1	5	1	1.17	0.50	1
4	search.ch	1	5	2	2.00	1.02	2
5	escosia.org	1	5	1	1.21	0.74	1
6	Andere	1	5	1	1.41	0.86	1

Nr	Feld	nie	selten	monatlich	wöchentlich	nahezu täglich	Summe
1	google	0.43% (1)	0.00% (0)	0.86% (2)	9.91% (23)	88.79% (206)	232
2	bing	76.29% (177)	17.67% (41)	2.16% (5)	1.72% (4)	1.29% (3)	230
3	yahoo	85.34% (198)	11.64% (27)	1.29% (3)	0.43% (1)	0.43% (1)	230
4	search.ch	37.07% (86)	37.5% (87)	13.36% (31)	9.91% (23)	1.29% (3)	230
5	escosia.org	89.66% (208)	3.88% (9)	1.72% (4)	2.16% (5)	1.72% (4)	230
6	Andere	75% (174)	16.81% (39)	3.02% (7)	3.02% (7)	2.16% (5)	232



Nr	Feld	Auspraegung	nie	selten	monatlich	wöchentlich	nahezu täglich	Summe
1	google	18-25	0% (0)	0.00% (0)	0% (0)	12.5% (3)	87.5% (21)	24
		26-32	1% (1)	0.00% (0)	1% (1)	9% (9)	89% (89)	100
		33-40	0% (0)	0.00% (0)	0% (0)	13.21% (7)	86.79% (46)	53
		41-55	0% (0)	0.00% (0)	0% (0)	5.41% (2)	94.59% (35)	37
		56-65	0% (0)	0.00% (0)	9.09% (1)	9.09% (1)	81.82% (9)	11
		über 65	0% (0)	0.00% (0)	0% (0)	16.67% (1)	83.33% (5)	6
2	bing	18-25	87.5% (21)	12.5% (3)	0% (0)	0% (0)	0% (0)	24
		26-32	78% (78)	16% (16)	3% (3)	1% (1)	2% (2)	100
		33-40	83.02% (44)	16.98% (9)	0% (0)	0% (0)	0% (0)	53
		41-55	69.44% (25)	22.22% (8)	2.78% (1)	2.78% (1)	2.78% (1)	36
		56-65	63.64% (7)	18.18% (2)	9.09% (1)	9.09% (1)	0% (0)	11
		über 65	40% (2)	40% (2)	0% (0)	20% (1)	0% (0)	5
3	yahoo	18-25	91.67% (22)	8.33% (2)	0% (0)	0% (0)	0% (0)	24
		26-32	86% (86)	14% (14)	0% (0)	0% (0)	0% (0)	100
		33-40	90.57% (48)	7.55% (4)	0% (0)	1.89% (1)	0% (0)	53
		41-55	77.78% (28)	16.67% (6)	5.56% (2)	0% (0)	0% (0)	36
		56-65	81.82% (9)	9.09% (1)	9.09% (1)	0% (0)	0% (0)	11
		über 65	80% (4)	0% (0)	0% (0)	0% (0)	20% (1)	5
4	search.ch	18-25	37.5% (9)	41.67% (10)	16.67% (4)	0% (0)	4.17% (1)	24
		26-32	39% (39)	36% (36)	13% (13)	10% (10)	2% (2)	100
		33-40	39.62% (21)	39.62% (21)	9.43% (5)	11.32% (6)	0% (0)	53
		41-55	38.89% (14)	36.11% (13)	13.89% (5)	11.11% (4)	0% (0)	36
		56-65	27.27% (3)	36.36% (4)	18.18% (2)	18.18% (2)	0% (0)	11
		über 65	0% (0)	40% (2)	40% (2)	20% (1)	0% (0)	5
5	esosia.org	18-25	95.83% (23)	0% (0)	0% (0)	4.17% (1)	0% (0)	24

Nr	Feld	Auspraegung	nie	selten	monatlich	wöchentlich	nahezu täglich	Summe
6	Andere	26-32	93% (93)	3% (3)	1% (1)	0% (0)	3% (3)	100
		33-40	88.68% (47)	1.89% (1)	3.77% (2)	5.66% (3)	0% (0)	53
		41-55	83.33% (30)	8.33% (3)	2.78% (1)	2.78% (1)	2.78% (1)	36
		56-65	81.82% (9)	18.18% (2)	0% (0)	0% (0)	0% (0)	11
		über 65	100% (5)	0% (0)	0% (0)	0% (0)	0% (0)	5
		18-25	79.17% (19)	8.33% (2)	8.33% (2)	4.17% (1)	0% (0)	24
		26-32	74% (74)	20% (20)	1% (1)	4% (4)	1% (1)	100
		33-40	73.58% (39)	16.98% (9)	3.77% (2)	3.77% (2)	1.89% (1)	53
		41-55	70.27% (26)	18.92% (7)	5.41% (2)	0% (0)	5.41% (2)	37
		56-65	81.82% (9)	9.09% (1)	0% (0)	0% (0)	9.09% (1)	11
		über 65	100% (6)	0% (0)	0% (0)	0% (0)	0% (0)	6

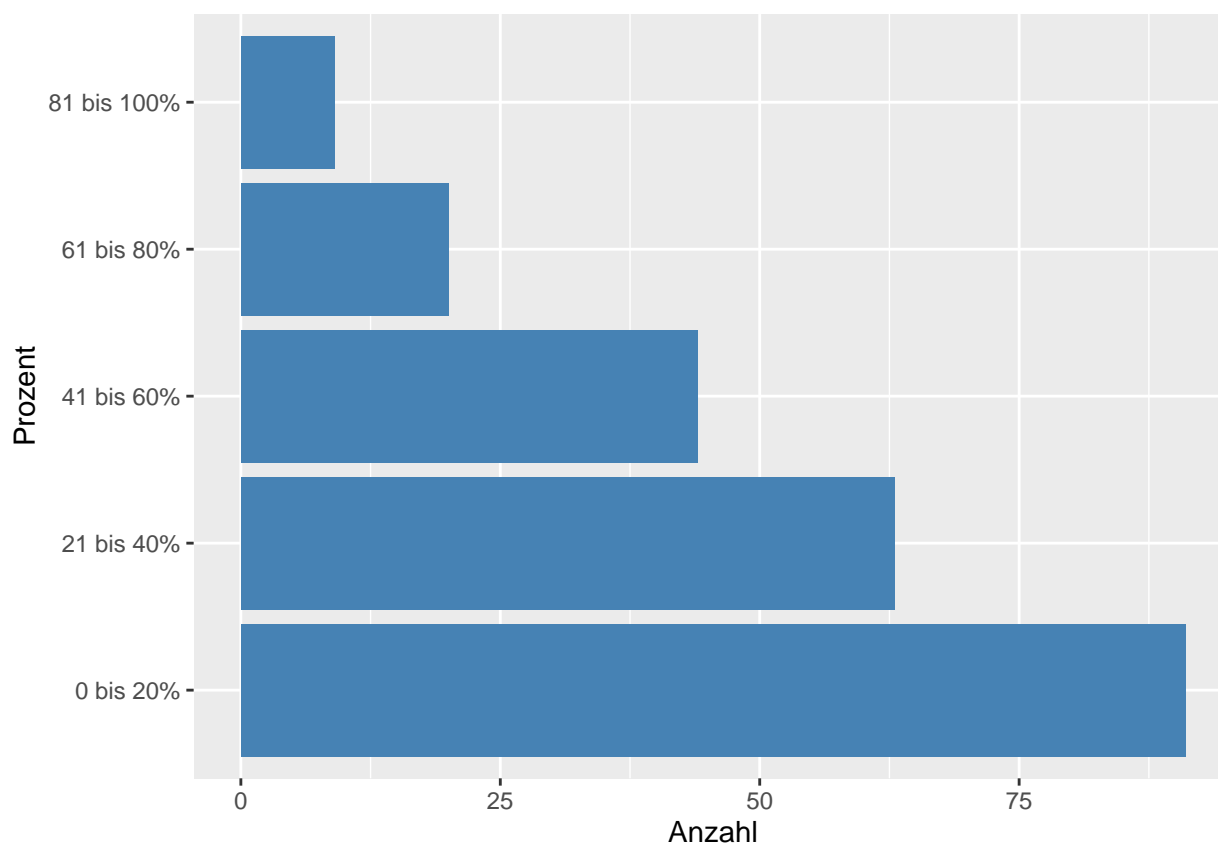


Nr	Feld	Auspraegung	nie	selten	monatlich	wöchentlich	nahezu täglich	Summe
1	google	männlich	0.82% (1)	0.00% (0)	1.64% (2)	9.02% (11)	88.52% (108)	122
		weiblich	0% (0)	0.00% (0)	0% (0)	11.01% (12)	88.99% (97)	109
2	bing	männlich	77.69% (94)	16.53% (20)	2.48% (3)	1.65% (2)	1.65% (2)	121
		weiblich	76.85% (83)	18.52% (20)	1.85% (2)	1.85% (2)	0.93% (1)	108
3	yahoo	männlich	85.12% (103)	12.4% (15)	1.65% (2)	0% (0)	0.83% (1)	121
		weiblich	87.04% (94)	11.11% (12)	0.93% (1)	0.93% (1)	0% (0)	108
4	search.ch	männlich	39.67% (48)	39.67% (48)	8.26% (10)	10.74% (13)	1.65% (2)	121
		weiblich	35.19% (38)	35.19% (38)	19.44% (21)	9.26% (10)	0.93% (1)	108
5	esosia.org	männlich	87.6% (106)	5.79% (7)	3.31% (4)	0.83% (1)	2.48% (3)	121
		weiblich	93.52% (101)	1.85% (2)	0% (0)	3.7% (4)	0.93% (1)	108

Nr	Feld	Auspraegung	nie	selten	monatlich	wöchentlich	nahezu täglich	Summe
6	Andere	männlich	73.77% (90)	17.21% (21)	1.64% (2)	3.28% (4)	4.1% (5)	122
		weiblich	76.15% (83)	16.51% (18)	4.59% (5)	2.75% (3)	0% (0)	109

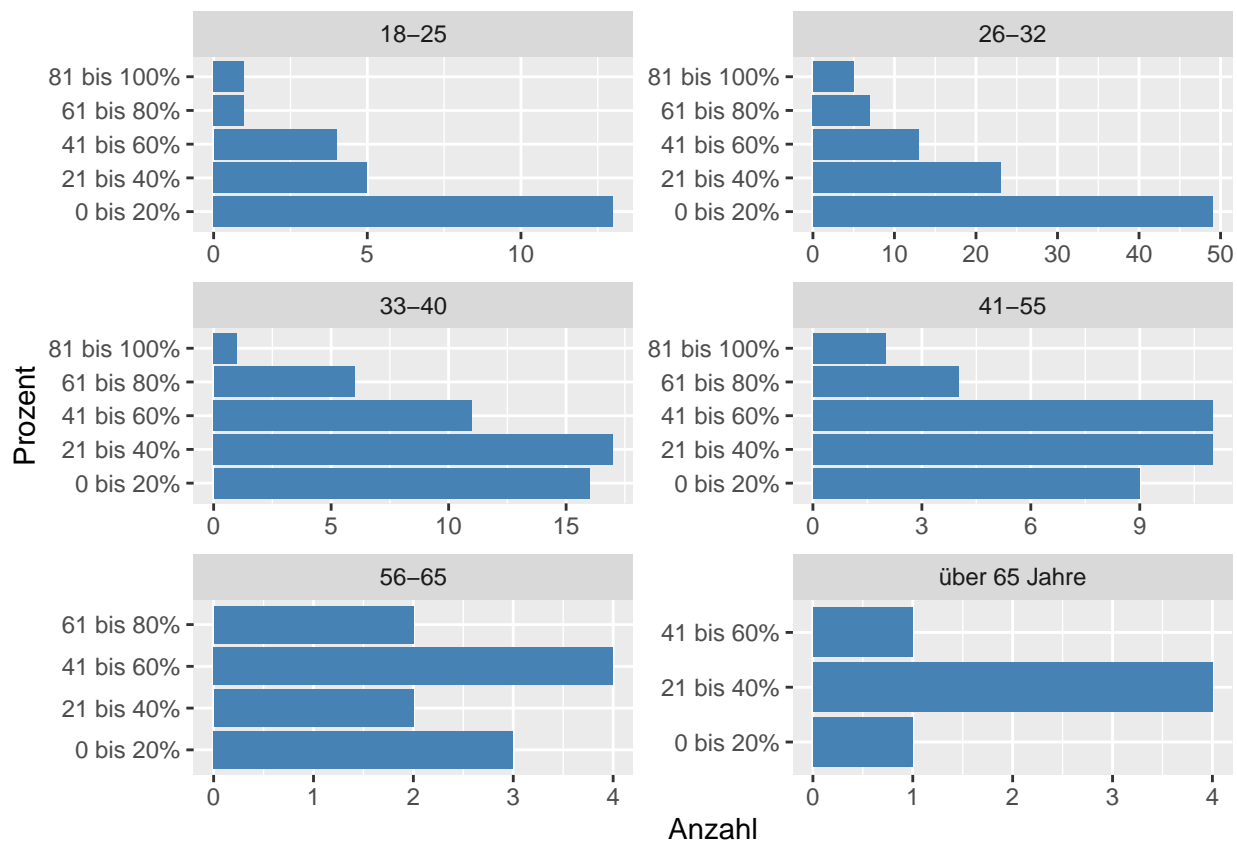
Zweite Seite der Resultatseite

02 - In wie vielen Prozent der Fälle schauen Sie sich bei der Suche nach Informationendie zweite Resultatseite an?



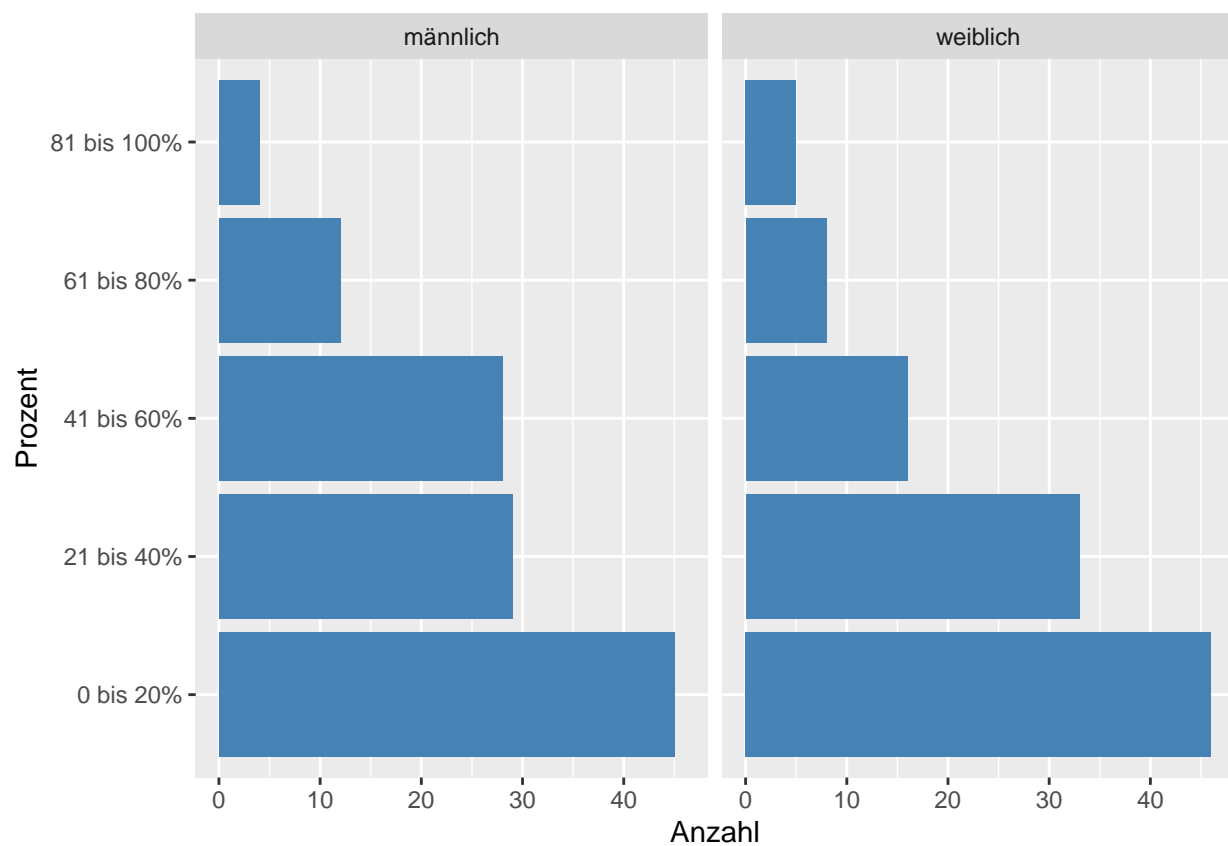
Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	Zweite Seite	1	5	1	2.09	1.14	2

Nr	Feld	Antwortanzahl
1	0 bis 20%	39.22% (91)
2	21 bis 40%	27.16% (63)
3	41 bis 60%	18.97% (44)
4	61 bis 80%	8.62% (20)
5	81 bis 100%	3.88% (9)
Total		100% (227)



Nr	Feld	Auspraegung	Antwortanzahl
1	0 bis 20%	18-25	54.17% (13)
		26-32	50.52% (49)
		33-40	31.37% (16)
		41-55	24.32% (9)
		56-65	27.27% (3)
		über 65	16.67% (1)
2	21 bis 40%	18-25	20.83% (5)
		26-32	23.71% (23)
		33-40	33.33% (17)
		41-55	29.73% (11)
		56-65	18.18% (2)
		über 65	66.67% (4)
3	41 bis 60%	18-25	16.67% (4)
		26-32	13.4% (13)
		33-40	21.57% (11)
		41-55	29.73% (11)
		56-65	36.36% (4)
		über 65	16.67% (1)
4	61 bis 80%	18-25	4.17% (1)
		26-32	7.22% (7)
		33-40	11.76% (6)
		41-55	10.81% (4)
		56-65	18.18% (2)
		über 65	0% (0)
5	81 bis 100%	18-25	4.17% (1)

Nr	Feld	Auspraegung	Antwortanzahl
		26-32	5.15% (5)
		33-40	1.96% (1)
		41-55	5.41% (2)
		56-65	0% (0)
		über 65	0% (0)
Total		18-25	(24)
Total		26-32	(97)
Total		33-40	(51)
Total		41-55	(37)
Total		56-65	(11)
Total		über 65	(6)

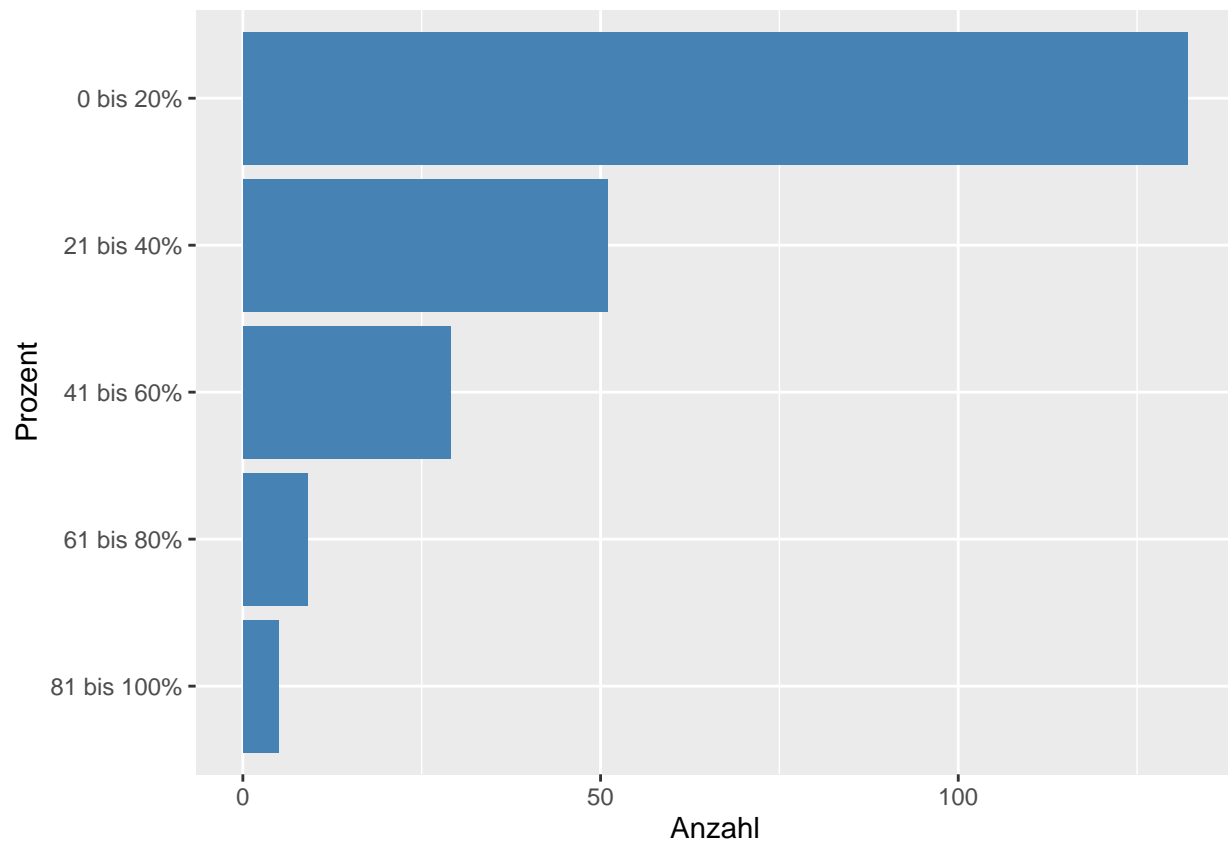


Nr	Feld	Auspraegung	Antwortanzahl
1	0 bis 20%	männlich	38.14% (45)
		weiblich	42.59% (46)
2	21 bis 40%	männlich	24.58% (29)
		weiblich	30.56% (33)
3	41 bis 60%	männlich	23.73% (28)
		weiblich	14.81% (16)
4	61 bis 80%	männlich	10.17% (12)
		weiblich	7.41% (8)
5	81 bis 100%	männlich	3.39% (4)
		weiblich	4.63% (5)

Nr	Feld	Auspraegung	Antwortanzahl
Total		männlich	(118)
Total		weiblich	(108)

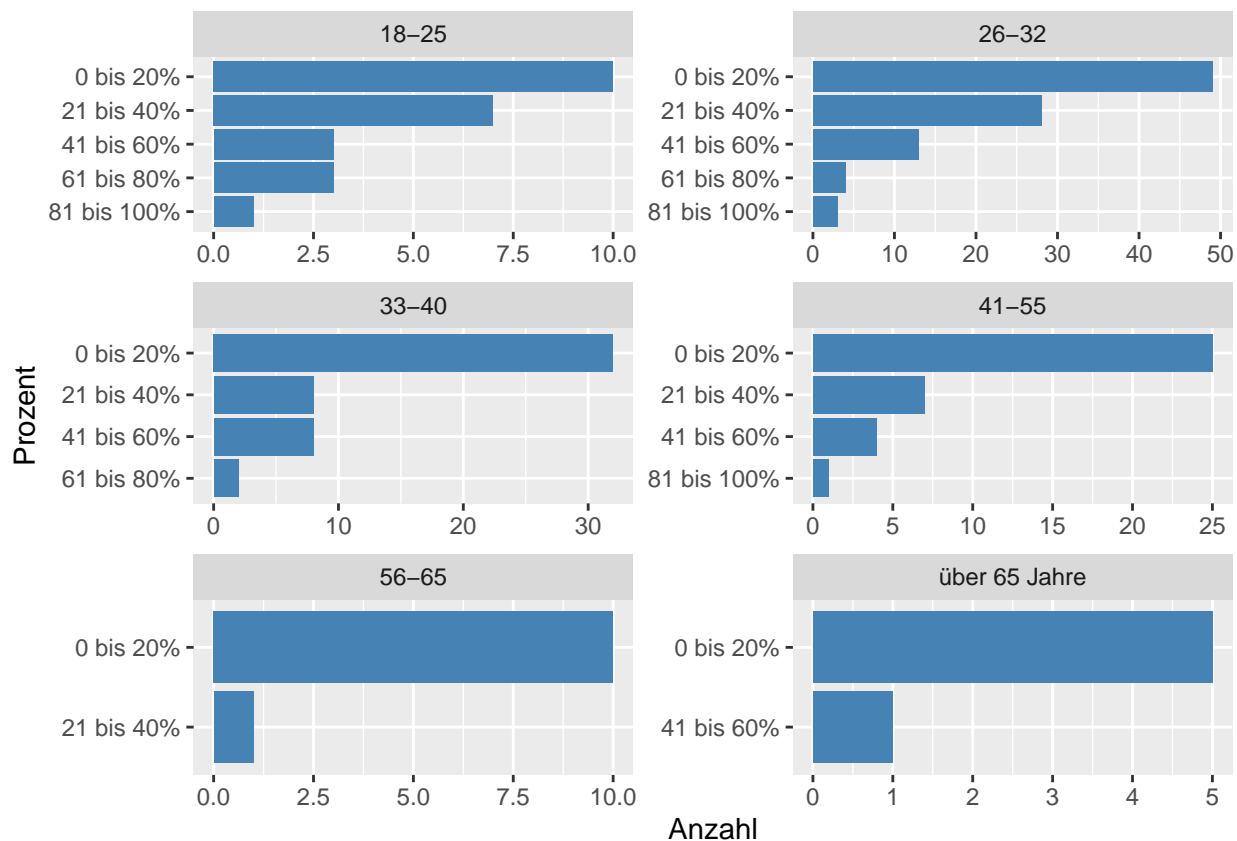
Bezahlte Links

03 - In wie vielen Prozent der Fälle verwenden Sie auf der Resultatseite der Suche die bezahlten Links?



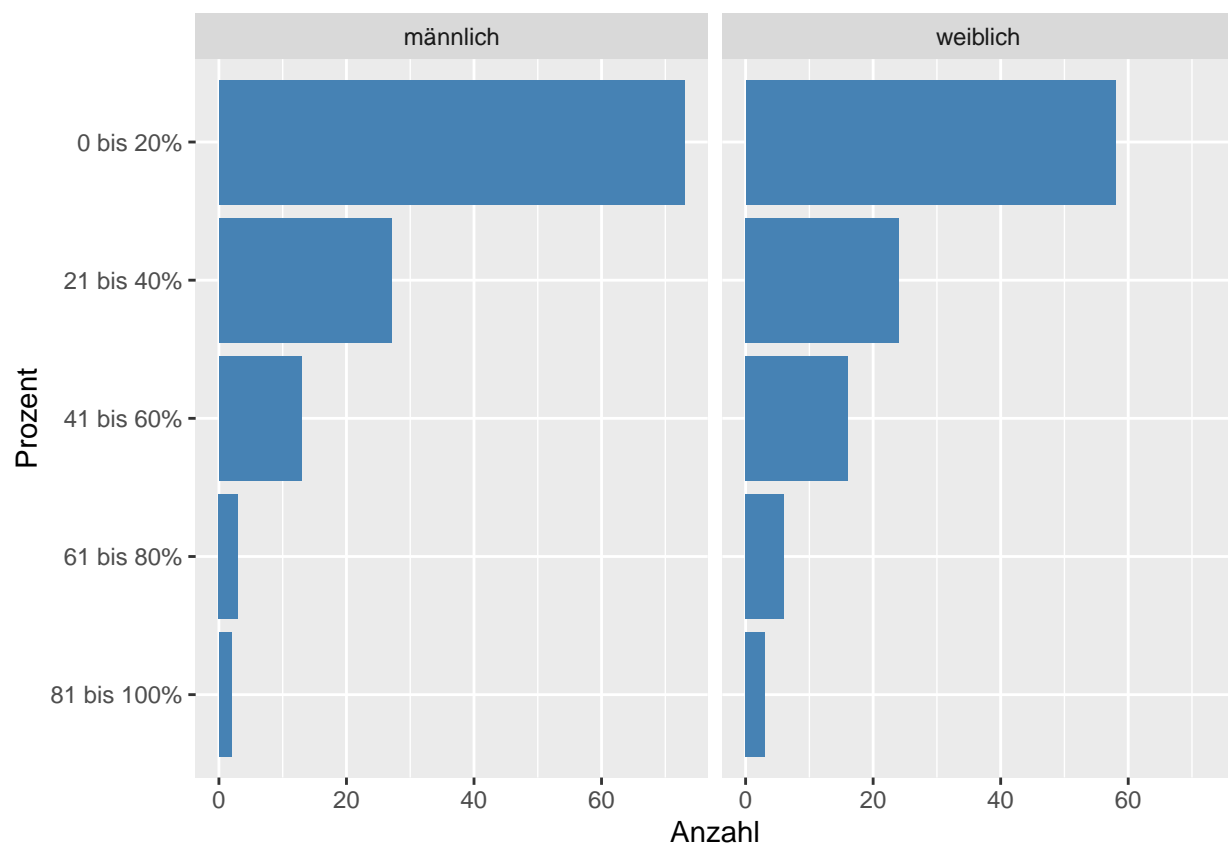
Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	Bezahlte Links	1	5	5	4.31	0.99	5

Nr	Feld	Antwortanzahl
1	81 bis 100%	2.16% (5)
2	61 bis 80%	3.88% (9)
3	41 bis 60%	12.5% (29)
4	21 bis 40%	21.98% (51)
5	0 bis 20%	56.9% (132)
Total		100% (226)



Nr	Feld	Auspraegung	Antwortanzahl
1	81 bis 100%	18-25	4.17% (1)
		26-32	3.09% (3)
		33-40	0% (0)
		41-55	2.7% (1)
		56-65	0% (0)
		über 65	0% (0)
2	61 bis 80%	18-25	12.5% (3)
		26-32	4.12% (4)
		33-40	4% (2)
		41-55	0% (0)
		56-65	0% (0)
		über 65	0% (0)
3	41 bis 60%	18-25	12.5% (3)
		26-32	13.4% (13)
		33-40	16% (8)
		41-55	10.81% (4)
		56-65	0% (0)
		über 65	16.67% (1)
4	21 bis 40%	18-25	29.17% (7)
		26-32	28.87% (28)
		33-40	16% (8)
		41-55	18.92% (7)
		56-65	9.09% (1)
		über 65	0% (0)
5	0 bis 20%	18-25	41.67% (10)

Nr	Feld	Auspraegung	Antwortanzahl
		26-32	50.52% (49)
		33-40	64% (32)
		41-55	67.57% (25)
		56-65	90.91% (10)
		über 65	83.33% (5)
Total		18-25	(24)
Total		26-32	(97)
Total		33-40	(50)
Total		41-55	(37)
Total		56-65	(11)
Total		über 65	(6)

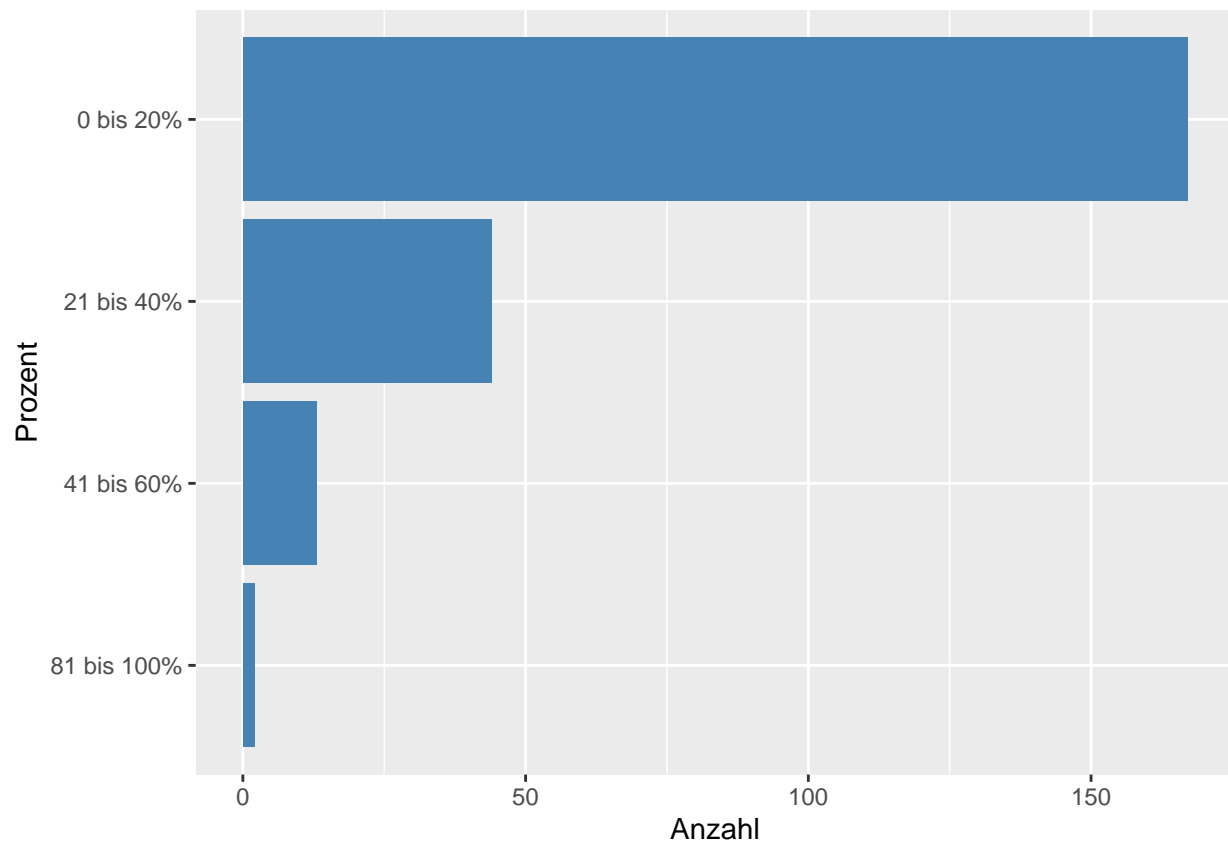


Nr	Feld	Auspraegung	Antwortanzahl
1	81 bis 100%	männlich	1.69% (2)
		weiblich	2.8% (3)
2	61 bis 80%	männlich	2.54% (3)
		weiblich	5.61% (6)
3	41 bis 60%	männlich	11.02% (13)
		weiblich	14.95% (16)
4	21 bis 40%	männlich	22.88% (27)
		weiblich	22.43% (24)
5	0 bis 20%	männlich	61.86% (73)
		weiblich	54.21% (58)

Nr	Feld	Auspraegung	Antwortanzahl
Total		männlich	(118)
Total		weiblich	(107)

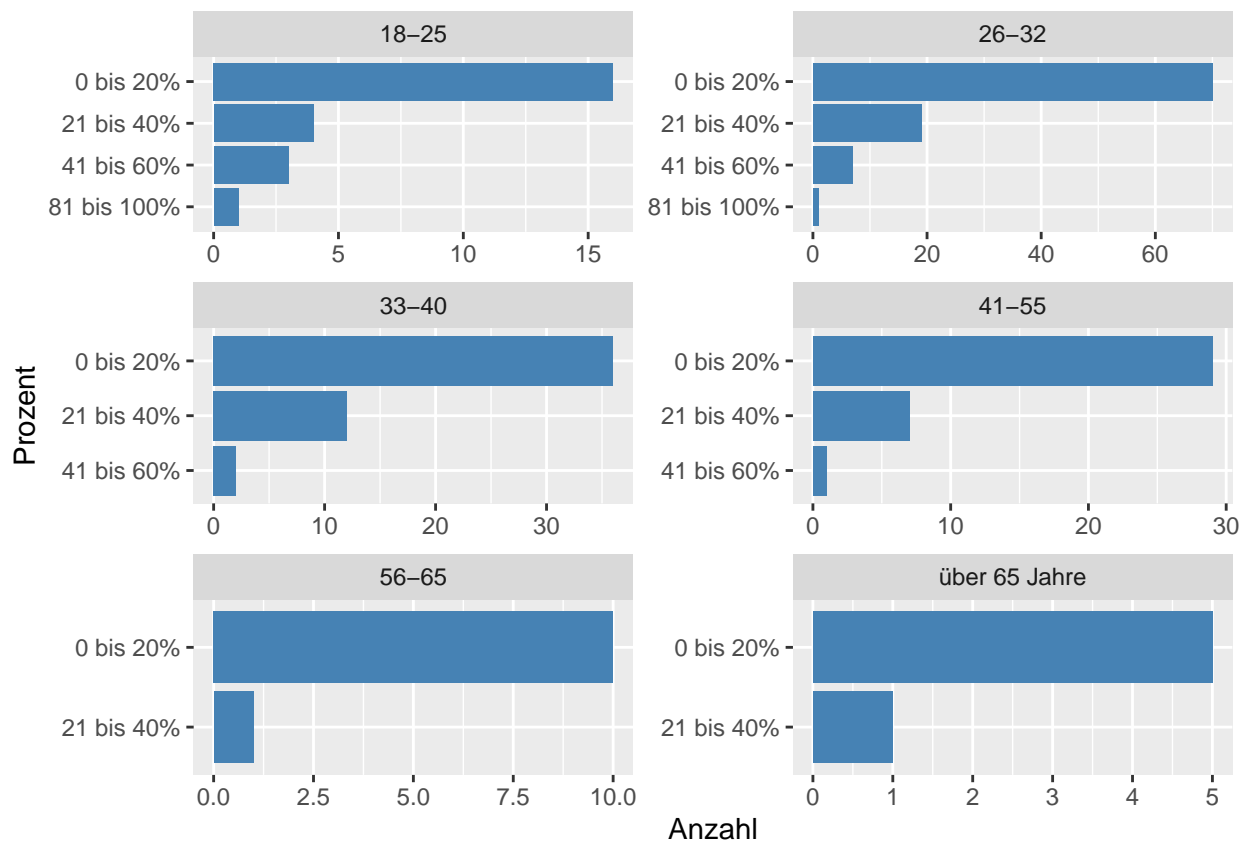
Konsum aufgrund von bezahlten Links

04 - In wie vielen Prozent der Fälle haben Sie aufgrund von bezahlten Links Produkte oder Dienstleistungen konsumiert?



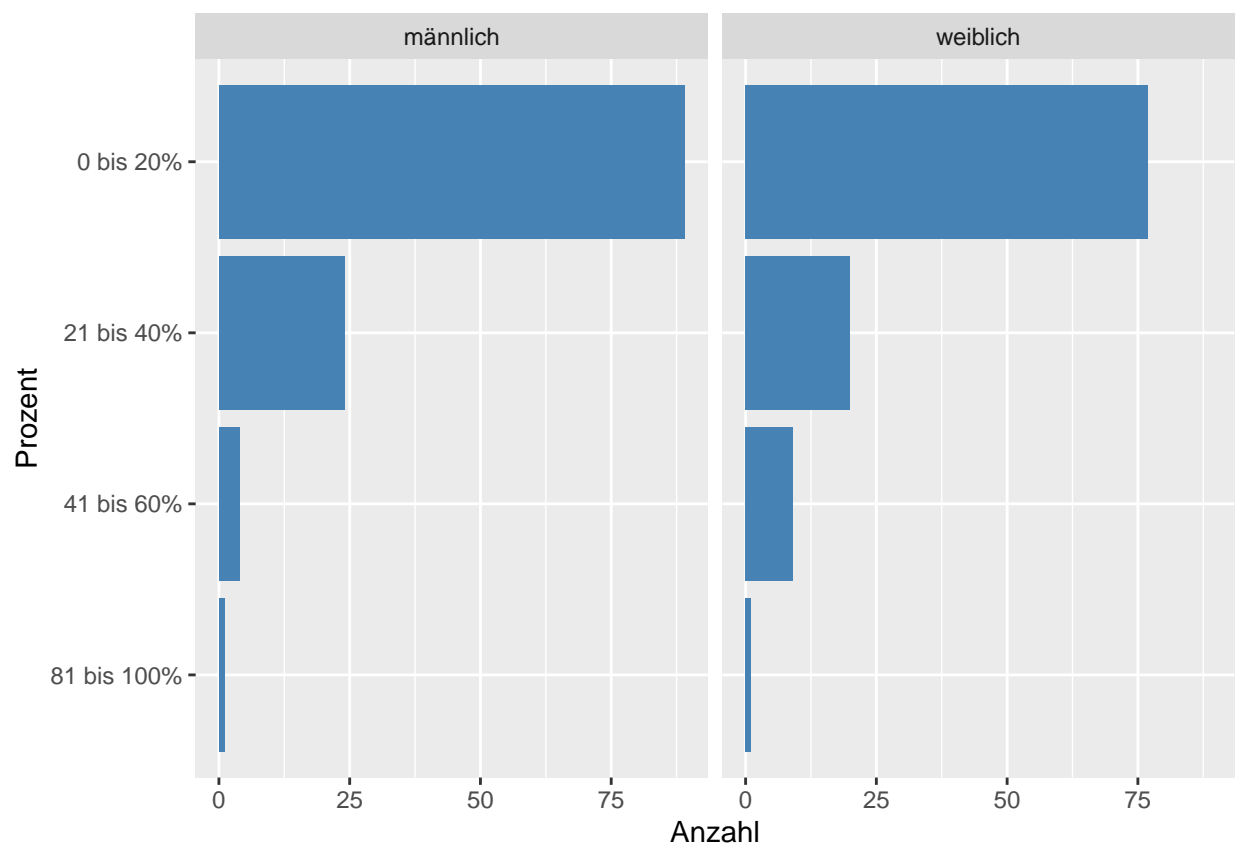
Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	Konsum	1	5	5	4.65	0.67	5

Nr	Feld	Antwortanzahl
1	81 bis 100%	0.86% (2)
2	61 bis 80%	0.00% (0)
3	41 bis 60%	5.6% (13)
4	21 bis 40%	18.97% (44)
5	0 bis 20%	71.98% (167)
Total		100% (226)



Nr	Feld	Auspraegung	Antwortanzahl
1	81 bis 100%	18-25	4.17% (1)
		26-32	1.03% (1)
		33-40	0% (0)
		41-55	0% (0)
		56-65	0% (0)
		über 65	0% (0)
2	61 bis 80%	18-25	12.5% (3)
		26-32	7.22% (7)
		33-40	4% (2)
		41-55	2.7% (1)
		56-65	0% (0)
		über 65	0% (0)
3	41 bis 60%	18-25	16.67% (4)
		26-32	19.59% (19)
		33-40	24% (12)
		41-55	18.92% (7)
		56-65	9.09% (1)
		über 65	16.67% (1)
4	21 bis 40%	18-25	66.67% (16)
		26-32	72.16% (70)
		33-40	72% (36)
		41-55	78.38% (29)
		56-65	90.91% (10)
		über 65	83.33% (5)
5	0 bis 20%	18-25	0.00% (0)

Nr	Feld	Auspraegung	Antwortanzahl
		26-32	0.00% (0)
		33-40	0.00% (0)
		41-55	0.00% (0)
		56-65	0.00% (0)
		über 65	0.00% (0)
Total		18-25	(24)
Total		26-32	(97)
Total		33-40	(50)
Total		41-55	(37)
Total		56-65	(11)
Total		über 65	(6)

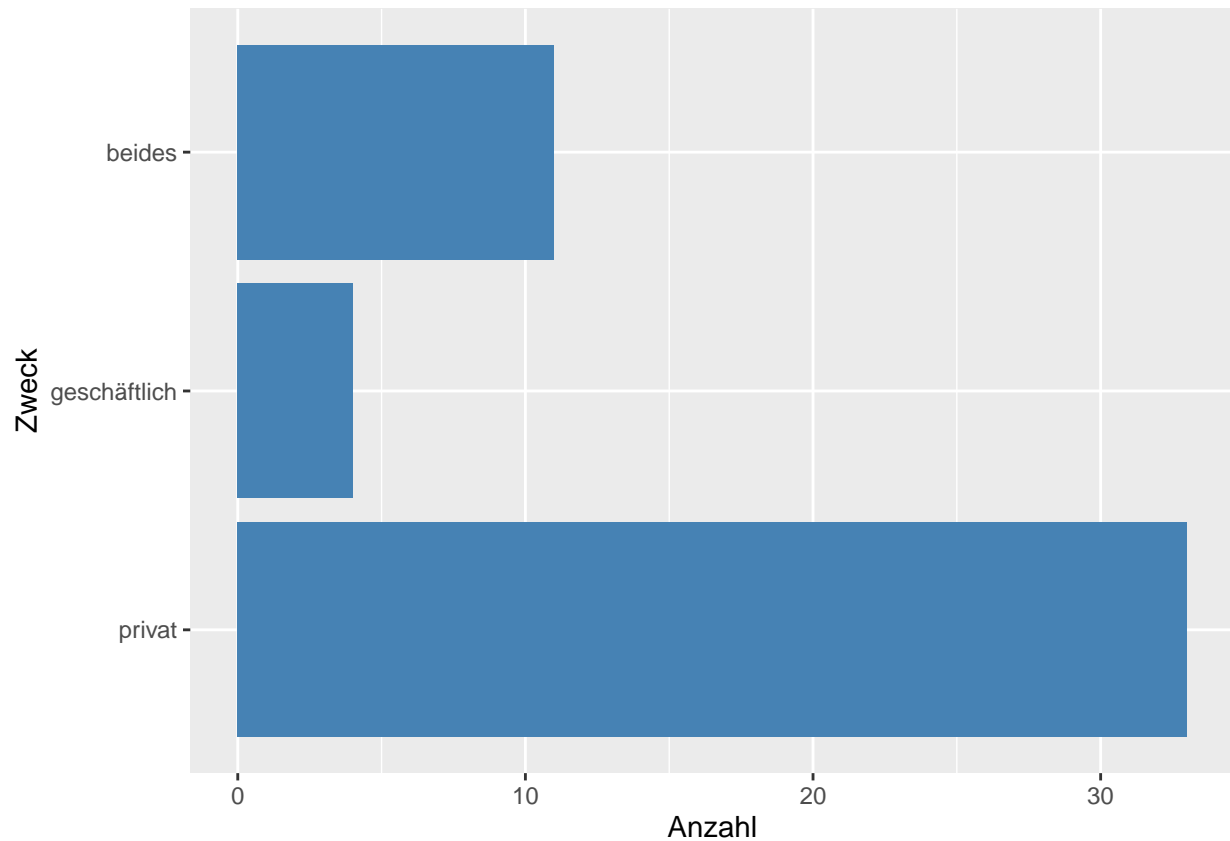


Nr	Feld	Auspraegung	Antwortanzahl
1	81 bis 100%	männlich	0.85% (1)
		weiblich	0.93% (1)
2	61 bis 80%	männlich	3.39% (4)
		weiblich	8.41% (9)
3	41 bis 60%	männlich	20.34% (24)
		weiblich	18.69% (20)
4	21 bis 40%	männlich	75.42% (89)
		weiblich	71.96% (77)
5	0 bis 20%	männlich	0.00% (0)
		weiblich	0.00% (0)

Nr	Feld	Auspraegung	Antwortanzahl
Total		männlich	(118)
Total		weiblich	(107)

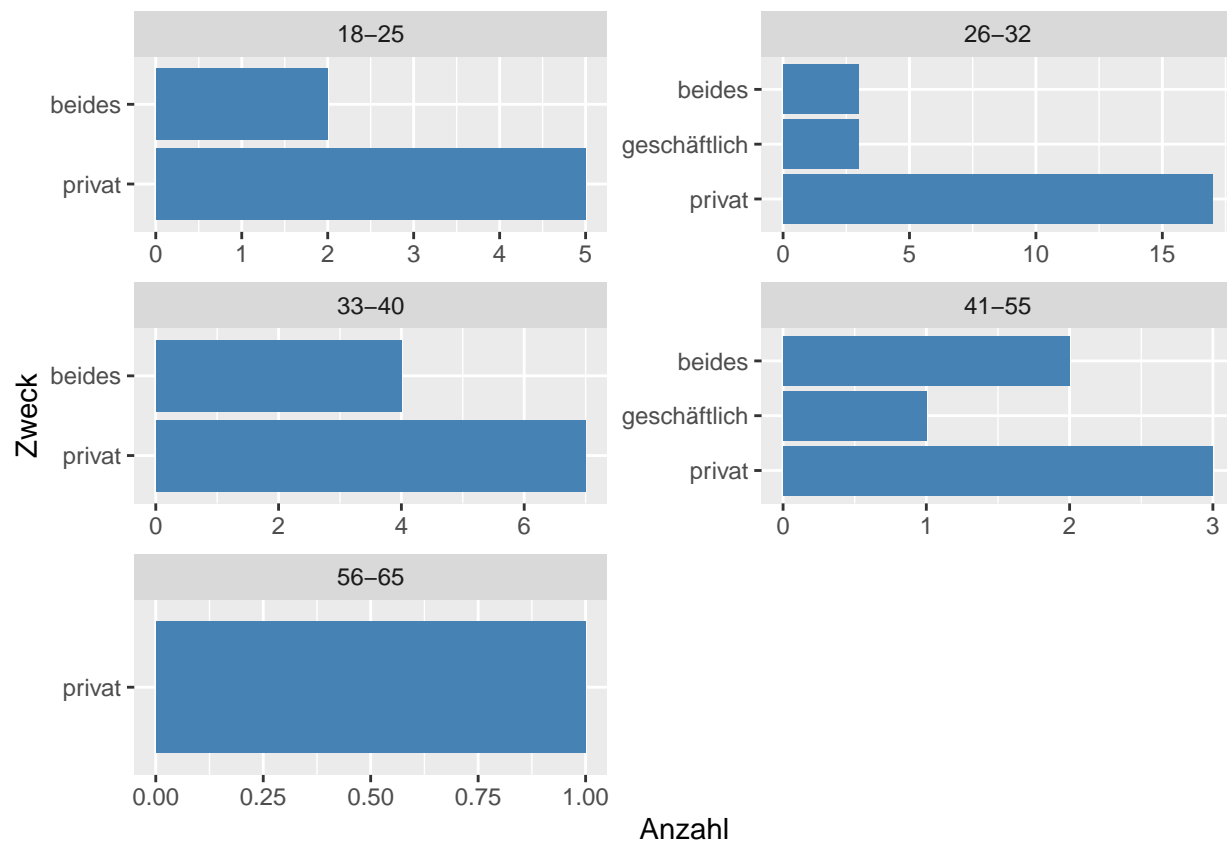
Zweck des Kaufes

05 - Für welchen Zweck kauften Sie über bezahlte Links etwas ein?

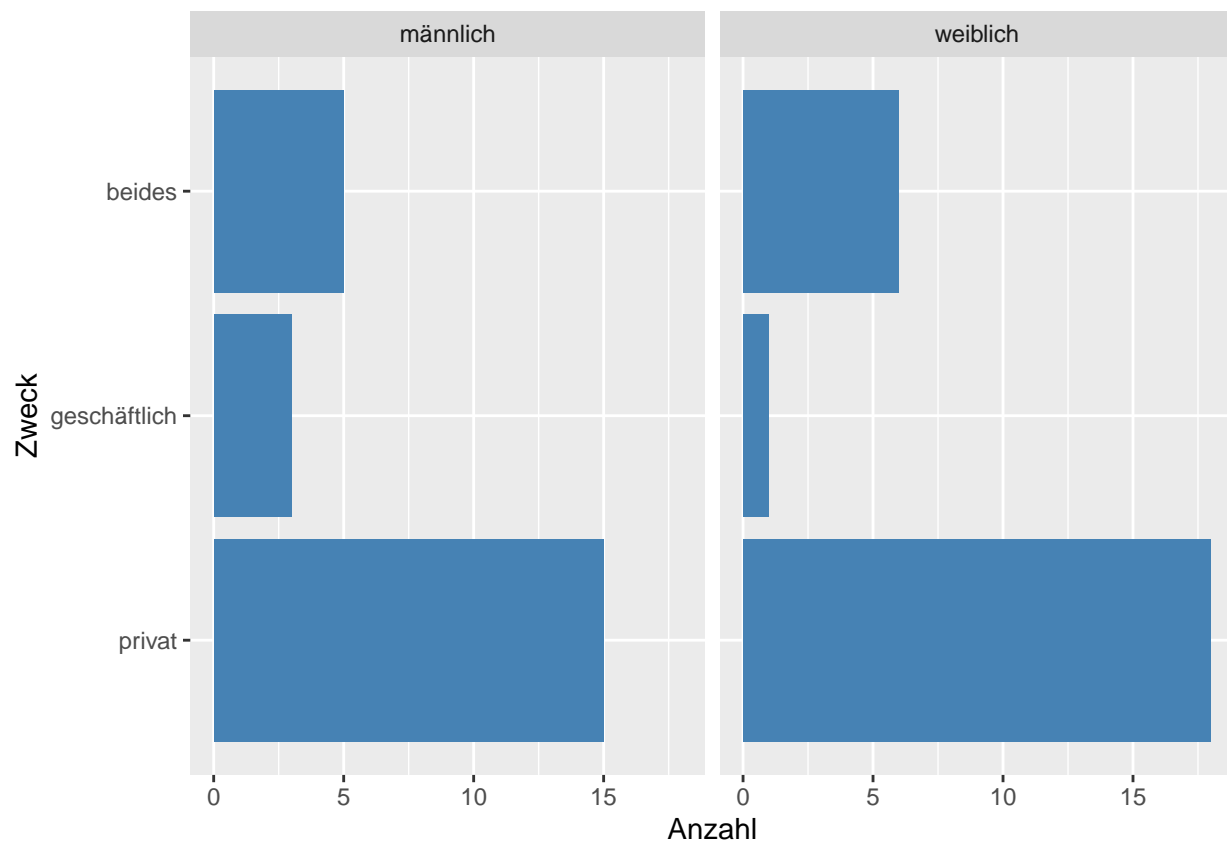


Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	Zweck	1	3	1	1.54	0.85	1

Nr	Feld	Antwortanzahl
1	privat	14.22% (33)
2	geschäftlich	1.72% (4)
3	beides	4.74% (11)
Total		100% (48)



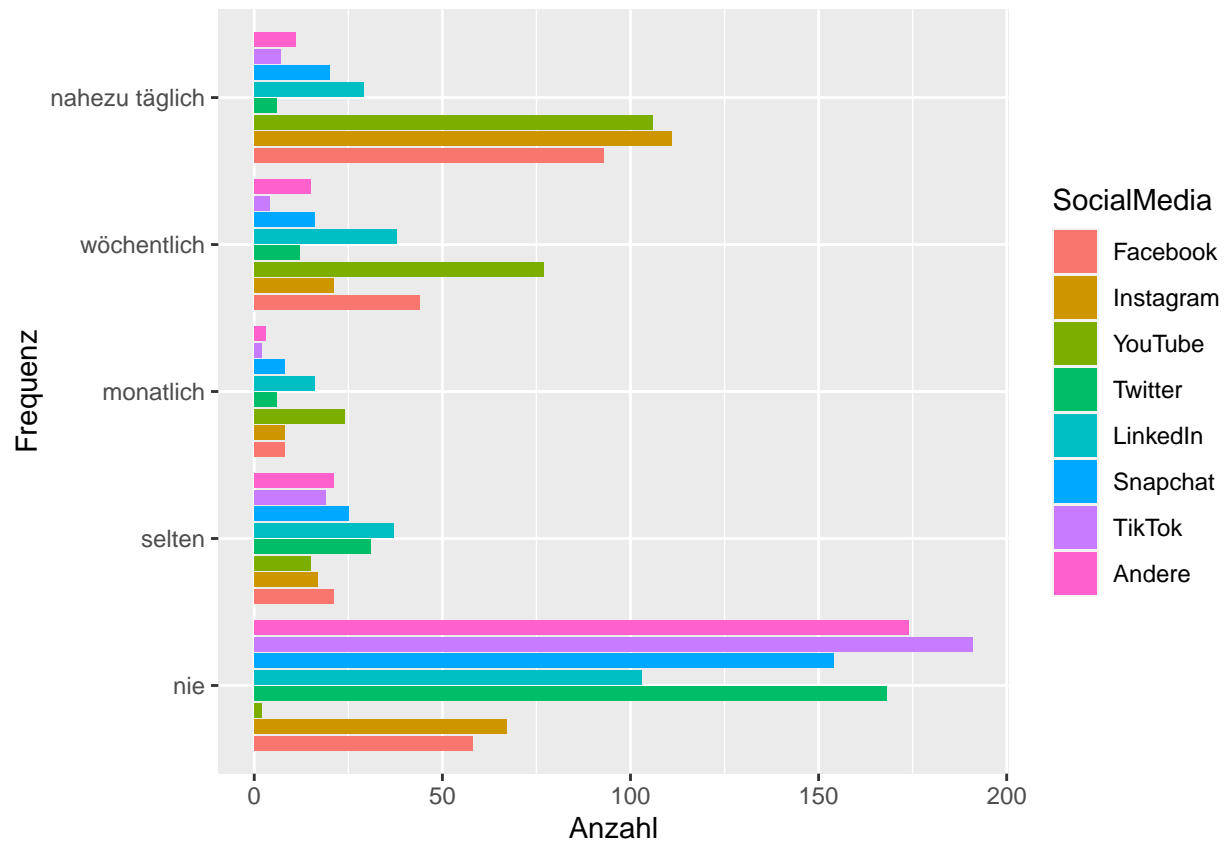
Nr	Feld	Auspraegung	Antwortanzahl
1	privat	18-25	71.43% (5)
		26-32	73.91% (17)
		33-40	63.64% (7)
		41-55	50% (3)
		56-65	100% (1)
		über 65	NaN% (0)
2	geschäftlich	18-25	0% (0)
		26-32	13.04% (3)
		33-40	0% (0)
		41-55	16.67% (1)
		56-65	0% (0)
		über 65	NaN% (0)
3	beides	18-25	28.57% (2)
		26-32	13.04% (3)
		33-40	36.36% (4)
		41-55	33.33% (2)
		56-65	0% (0)
		über 65	NaN% (0)
Total		18-25	(7)
Total		26-32	(23)
Total		33-40	(11)
Total		41-55	(6)
Total		56-65	(1)
Total		über 65	(0)



Nr	Feld	Auspraegung	Antwortanzahl
1	privat	männlich	65.22% (15)
		weiblich	72% (18)
2	geschäftlich	männlich	13.04% (3)
		weiblich	4% (1)
3	beides	männlich	21.74% (5)
		weiblich	24% (6)
Total		männlich	(23)
Total		weiblich	(25)

Verwendung Social Media

06 - Welche Social Media Kanäle verwenden Sie und wie oft?



AndereText

Xing

Jodel

keine weiteren

Whatsapp

Xing

Xing

sunrise Tv

keine mehr, Facebook habe ich nach 10 intensiven Jahren im September 2019 deaktiviert

Prnterest

Telegram, Whats App

Whatsapp, Quizlet

LinkedIn

kenfm, nachdenkseiten, wissens manufaktur

Pinterest

Xing

Whatsapp

Xing

Keine Anderen

Wathsup

Strava / Fitbit

AndereText

pinterest

Strava, Xing, Pinterest, Tumblr

Pinterest, community der newsplattformen

Xing

Pinterest

Discord, pinterest

-

XING Wikipedia Tumblr Pinterest

Whatsapp, Skype

-

Keine

Pinterest

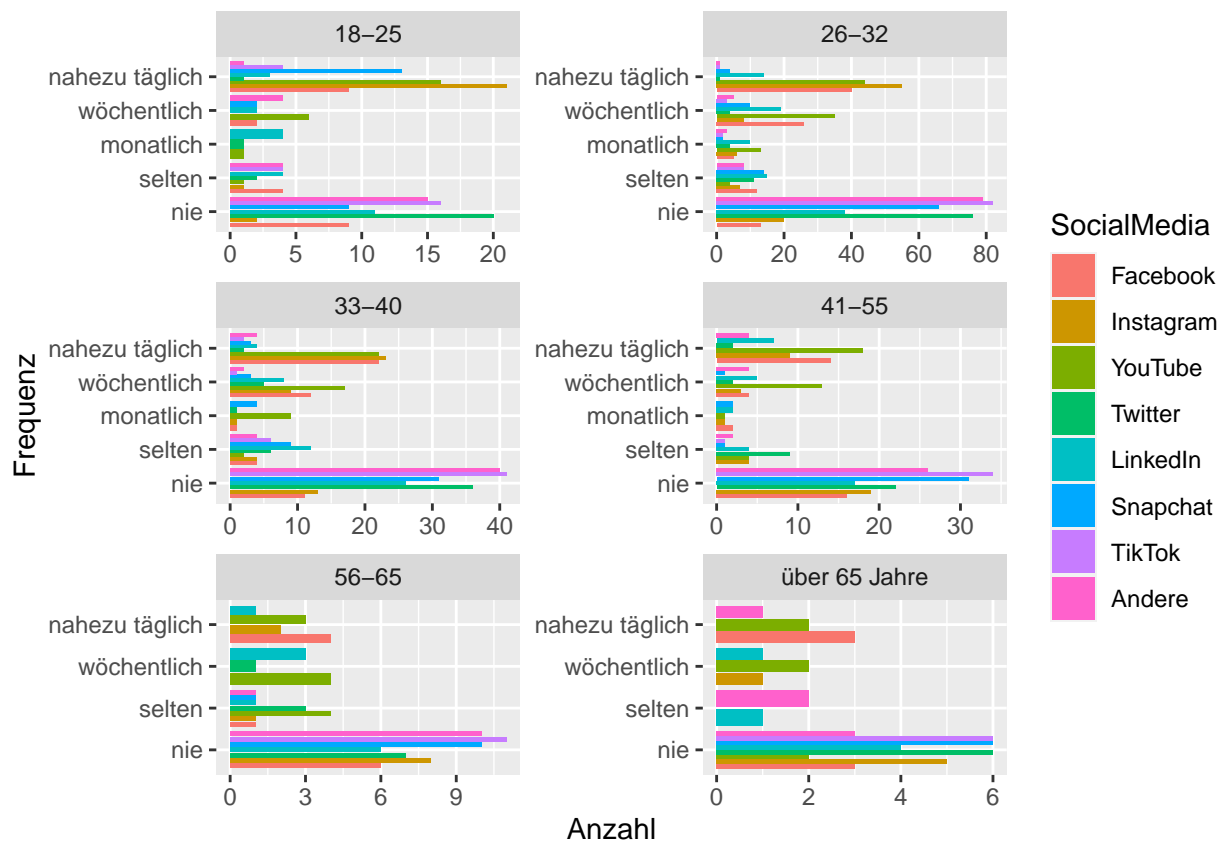
Datingapps

Reddit

Xing

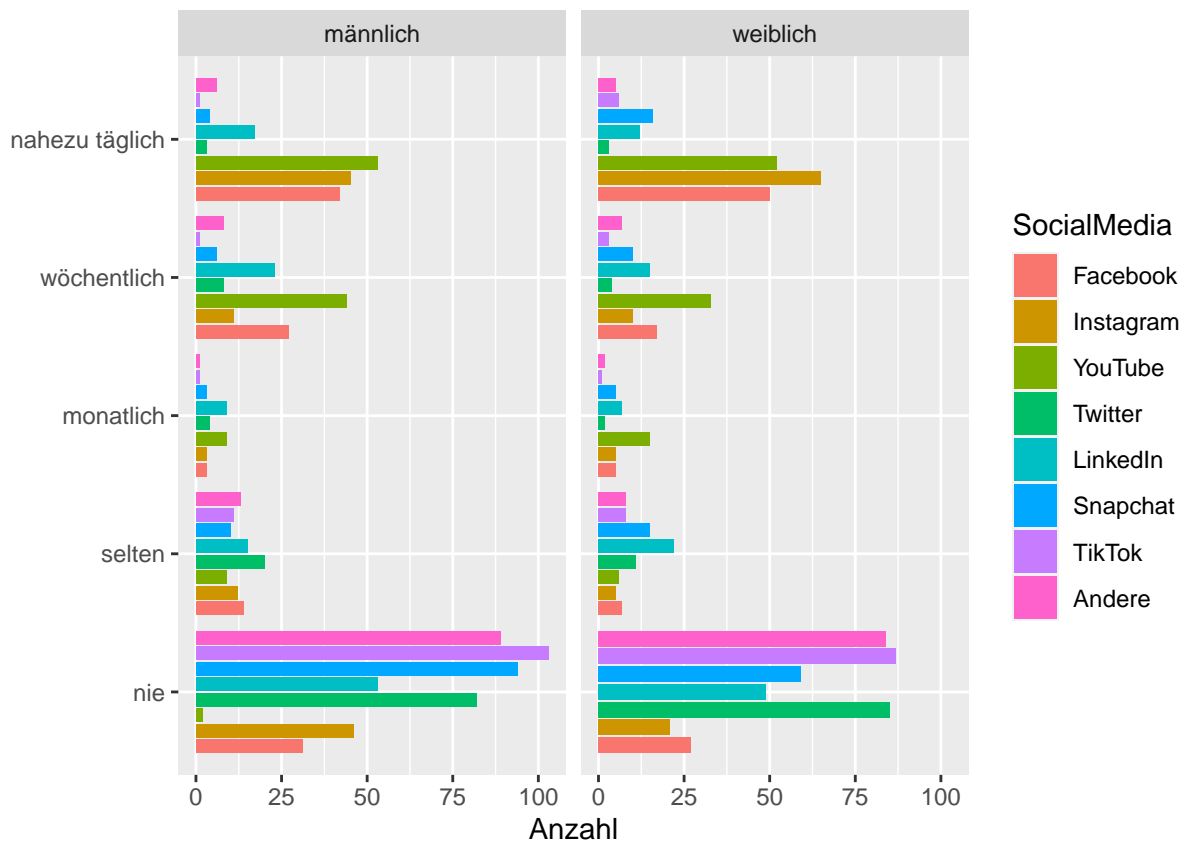
Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	Facebook	1	5	5	3.42	1.68	4
2	Instagram	1	5	5	3.41	1.79	4
3	YouTube	1	5	5	4.21	0.94	4
4	Twitter	1	5	1	1.46	0.98	1
5	LinkedIn	1	5	1	2.34	1.51	2
6	Snapchat	1	5	1	1.76	1.33	1
7	TikTok	1	5	1	1.28	0.84	1
8	Andere	1	5	1	1.52	1.13	1

Nr	Feld	nie	selten	monatlich	wöchentlich	nahezu täglich	Summe
1	Facebook	25% (58)	9.05% (21)	3.45% (8)	18.97% (44)	40.09% (93)	224
2	Instagram	28.88% (67)	7.33% (17)	3.45% (8)	9.05% (21)	47.84% (111)	224
3	YouTube	0.86% (2)	6.47% (15)	10.34% (24)	33.19% (77)	45.69% (106)	224
4	Twitter	72.41% (168)	13.36% (31)	2.59% (6)	5.17% (12)	2.59% (6)	223
5	LinkedIn	44.4% (103)	15.95% (37)	6.9% (16)	16.38% (38)	12.5% (29)	223
6	Snapchat	66.38% (154)	10.78% (25)	3.45% (8)	6.9% (16)	8.62% (20)	223
7	TikTok	82.33% (191)	8.19% (19)	0.86% (2)	1.72% (4)	3.02% (7)	223
8	Andere	75% (174)	9.05% (21)	1.29% (3)	6.47% (15)	4.74% (11)	224



Nr	Feld	Auspraegung	nie	selten	monatlich	wöchentlich	nahezu täglich	Summe
1	Facebook	18-25	37.5% (9)	16.67% (4)	0% (0)	8.33% (2)	37.5% (9)	24
		26-32	13.54% (13)	12.5% (12)	5.21% (5)	27.08% (26)	41.67% (40)	96
		33-40	22% (11)	8% (4)	2% (1)	24% (12)	44% (22)	50
		41-55	44.44% (16)	0% (0)	5.56% (2)	11.11% (4)	38.89% (14)	36
		56-65	54.55% (6)	9.09% (1)	0% (0)	0% (0)	36.36% (4)	11
		über 65	50% (3)	0% (0)	0% (0)	0% (0)	50% (3)	6
2	Instagram	18-25	8.33% (2)	4.17% (1)	0% (0)	0% (0)	87.5% (21)	24
		26-32	20.83% (20)	7.29% (7)	6.25% (6)	8.33% (8)	57.29% (55)	96
		33-40	26% (13)	8% (4)	2% (1)	18% (9)	46% (23)	50
		41-55	52.78% (19)	11.11% (4)	2.78% (1)	8.33% (3)	25% (9)	36
		56-65	72.73% (8)	9.09% (1)	0% (0)	0% (0)	18.18% (2)	11
		über 65	83.33% (5)	0% (0)	0% (0)	16.67% (1)	0% (0)	6
3	YouTube	18-25	0% (0)	4.17% (1)	4.17% (1)	25% (6)	66.67% (16)	24
		26-32	0% (0)	4.17% (4)	13.54% (13)	36.46% (35)	45.83% (44)	96
		33-40	0% (0)	4% (2)	18% (9)	34% (17)	44% (22)	50
		41-55	0% (0)	11.11% (4)	2.78% (1)	36.11% (13)	50% (18)	36
		56-65	0% (0)	36.36% (4)	0% (0)	36.36% (4)	27.27% (3)	11
		über 65	33.33% (2)	0% (0)	0% (0)	33.33% (2)	33.33% (2)	6
4	Twitter	18-25	83.33% (20)	8.33% (2)	4.17% (1)	0% (0)	4.17% (1)	24
		26-32	79.17% (76)	11.46% (11)	4.17% (4)	4.17% (4)	1.04% (1)	96
		33-40	72% (36)	12% (6)	2% (1)	10% (5)	4% (2)	50
		41-55	62.86% (22)	25.71% (9)	0% (0)	5.71% (2)	5.71% (2)	35
		56-65	63.64% (7)	27.27% (3)	0% (0)	9.09% (1)	0% (0)	11
		über 65	100% (6)	0% (0)	0% (0)	0% (0)	0% (0)	6
5	LinkedIn	18-25	45.83% (11)	16.67% (4)	16.67% (4)	8.33% (2)	12.5% (3)	24

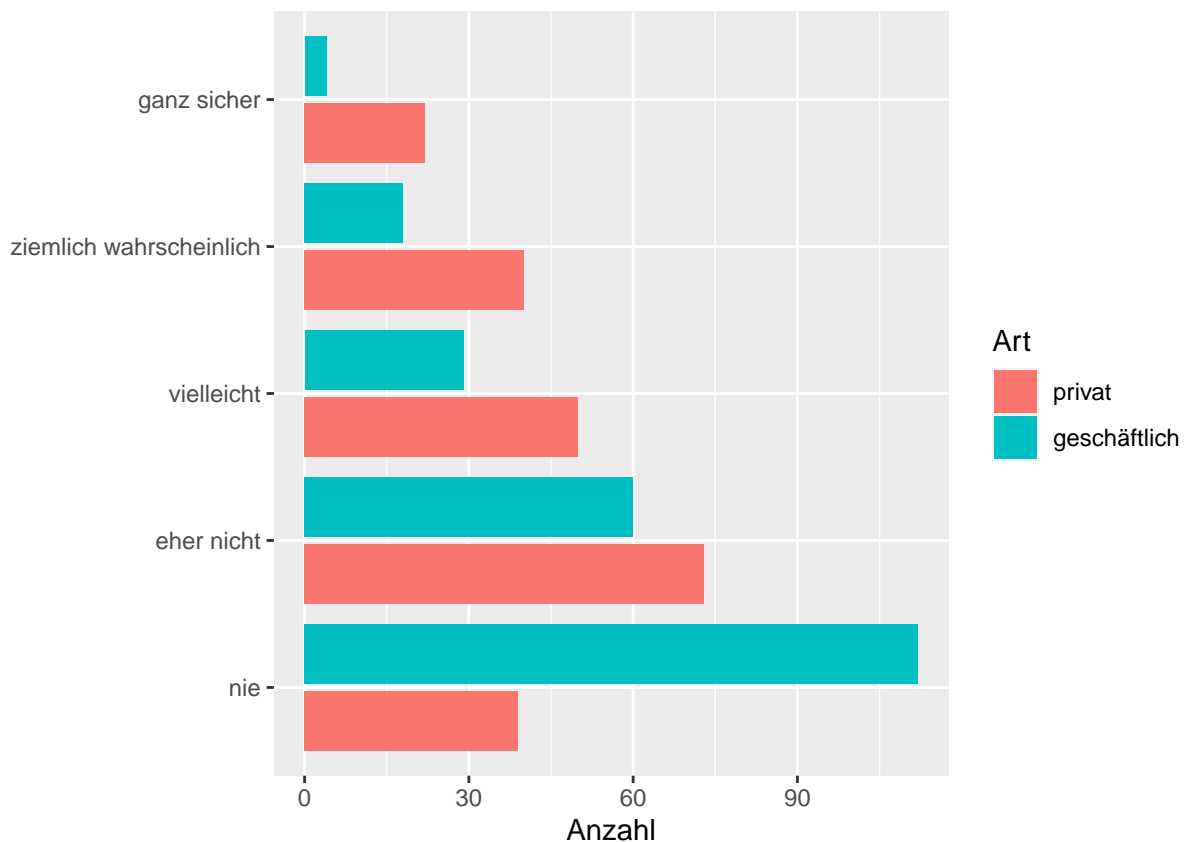
Nr	Feld	Auspraegung	nie	selten	monatlich	wöchentlich	nahezu täglich	Summe
6	Snapchat	26-32	39.58% (38)	15.62% (15)	10.42% (10)	19.79% (19)	14.58% (14)	96
		33-40	52% (26)	24% (12)	0% (0)	16% (8)	8% (4)	50
		41-55	48.57% (17)	11.43% (4)	5.71% (2)	14.29% (5)	20% (7)	35
		56-65	54.55% (6)	9.09% (1)	0% (0)	27.27% (3)	9.09% (1)	11
		über 65	66.67% (4)	16.67% (1)	0% (0)	16.67% (1)	0% (0)	6
		18-25	37.5% (9)	0% (0)	0% (0)	8.33% (2)	54.17% (13)	24
		26-32	68.75% (66)	14.58% (14)	2.08% (2)	10.42% (10)	4.17% (4)	96
		33-40	62% (31)	18% (9)	8% (4)	6% (3)	6% (3)	50
		41-55	88.57% (31)	2.86% (1)	5.71% (2)	2.86% (1)	0% (0)	35
		56-65	90.91% (10)	9.09% (1)	0% (0)	0% (0)	0% (0)	11
7	TikTok	über 65	100% (6)	0% (0)	0% (0)	0% (0)	0% (0)	6
		18-25	66.67% (16)	16.67% (4)	0% (0)	0% (0)	16.67% (4)	24
		26-32	85.42% (82)	8.33% (8)	2.08% (2)	3.12% (3)	1.04% (1)	96
		33-40	82% (41)	12% (6)	0% (0)	2% (1)	4% (2)	50
		41-55	97.14% (34)	2.86% (1)	0% (0)	0% (0)	0% (0)	35
		56-65	100% (11)	0% (0)	0% (0)	0% (0)	0% (0)	11
		über 65	100% (6)	0% (0)	0% (0)	0% (0)	0% (0)	6
		18-25	62.5% (15)	16.67% (4)	0% (0)	16.67% (4)	4.17% (1)	24
		26-32	82.29% (79)	8.33% (8)	3.12% (3)	5.21% (5)	1.04% (1)	96
		33-40	80% (40)	8% (4)	0% (0)	4% (2)	8% (4)	50
8	Andere	41-55	72.22% (26)	5.56% (2)	0% (0)	11.11% (4)	11.11% (4)	36
		56-65	90.91% (10)	9.09% (1)	0% (0)	0% (0)	0% (0)	11
		über 65	50% (3)	33.33% (2)	0% (0)	0% (0)	16.67% (1)	6
		18-25	62.5% (15)	16.67% (4)	0% (0)	16.67% (4)	4.17% (1)	24
		26-32	82.29% (79)	8.33% (8)	3.12% (3)	5.21% (5)	1.04% (1)	96
		33-40	80% (40)	8% (4)	0% (0)	4% (2)	8% (4)	50



Nr	Feld	Ausprägung	nie	selten	monatlich	wöchentlich	nahezu täglich	Summe
1	Facebook	männlich	26.5% (31)	11.97% (14)	2.56% (3)	23.08% (27)	35.9% (42)	117
		weiblich	25.47% (27)	6.6% (7)	4.72% (5)	16.04% (17)	47.17% (50)	106
2	Instagram	männlich	39.32% (46)	10.26% (12)	2.56% (3)	9.4% (11)	38.46% (45)	117
		weiblich	19.81% (21)	4.72% (5)	4.72% (5)	9.43% (10)	61.32% (65)	106
3	YouTube	männlich	1.71% (2)	7.69% (9)	7.69% (9)	37.61% (44)	45.3% (53)	117
		weiblich	0% (0)	5.66% (6)	14.15% (15)	31.13% (33)	49.06% (52)	106
4	Twitter	männlich	70.09% (82)	17.09% (20)	3.42% (4)	6.84% (8)	2.56% (3)	117
		weiblich	80.95% (85)	10.48% (11)	1.9% (2)	3.81% (4)	2.86% (3)	105
5	LinkedIn	männlich	45.3% (53)	12.82% (15)	7.69% (9)	19.66% (23)	14.53% (17)	117
		weiblich	46.67% (49)	20.95% (22)	6.67% (7)	14.29% (15)	11.43% (12)	105
6	Snapchat	männlich	80.34% (94)	8.55% (10)	2.56% (3)	5.13% (6)	3.42% (4)	117
		weiblich	56.19% (59)	14.29% (15)	4.76% (5)	9.52% (10)	15.24% (16)	105
7	TikTok	männlich	88.03% (103)	9.4% (11)	0.85% (1)	0.85% (1)	0.85% (1)	117
		weiblich	82.86% (87)	7.62% (8)	0.95% (1)	2.86% (3)	5.71% (6)	105
8	Andere	männlich	76.07% (89)	11.11% (13)	0.85% (1)	6.84% (8)	5.13% (6)	117
		weiblich	79.25% (84)	7.55% (8)	1.89% (2)	6.6% (7)	4.72% (5)	106

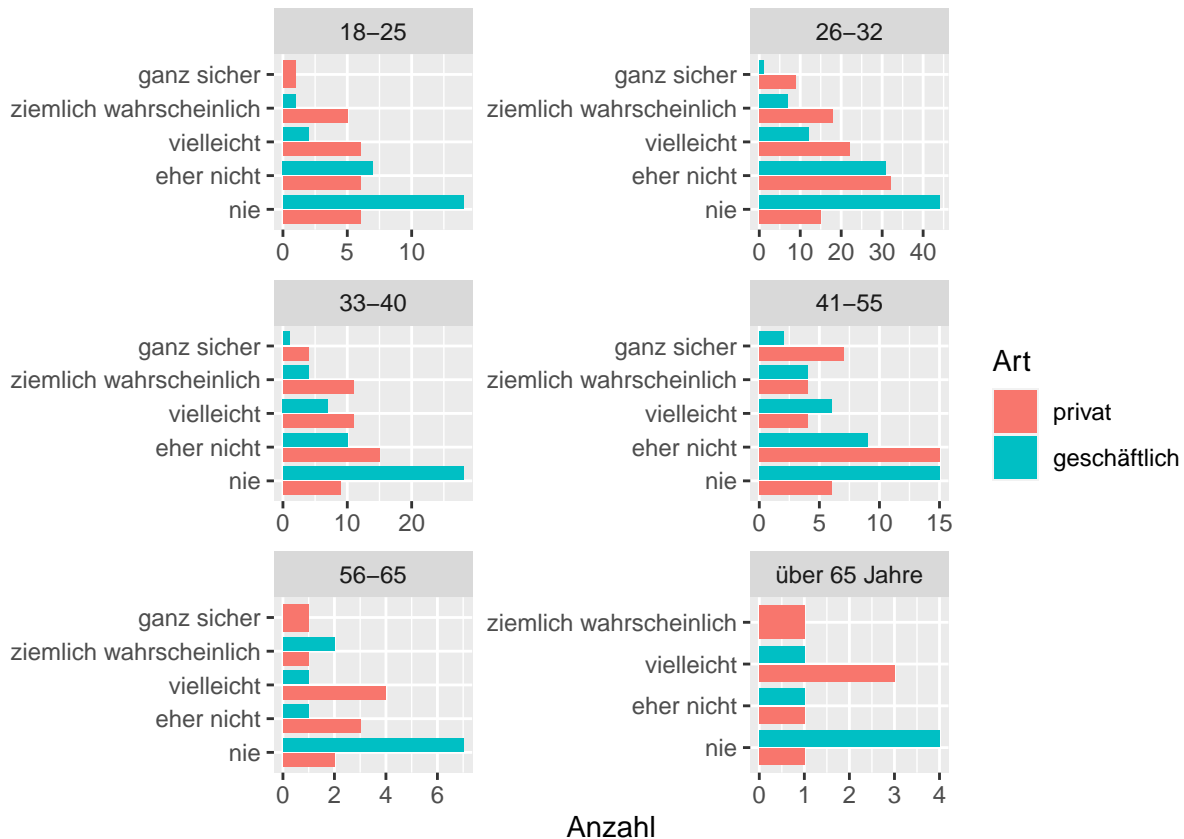
Suche von Produkten oder Dienstleistungen in Social Media

07 - Verwenden Sie auf der Suche nach neuen Produkten oder Dienstleistungen Social Media?

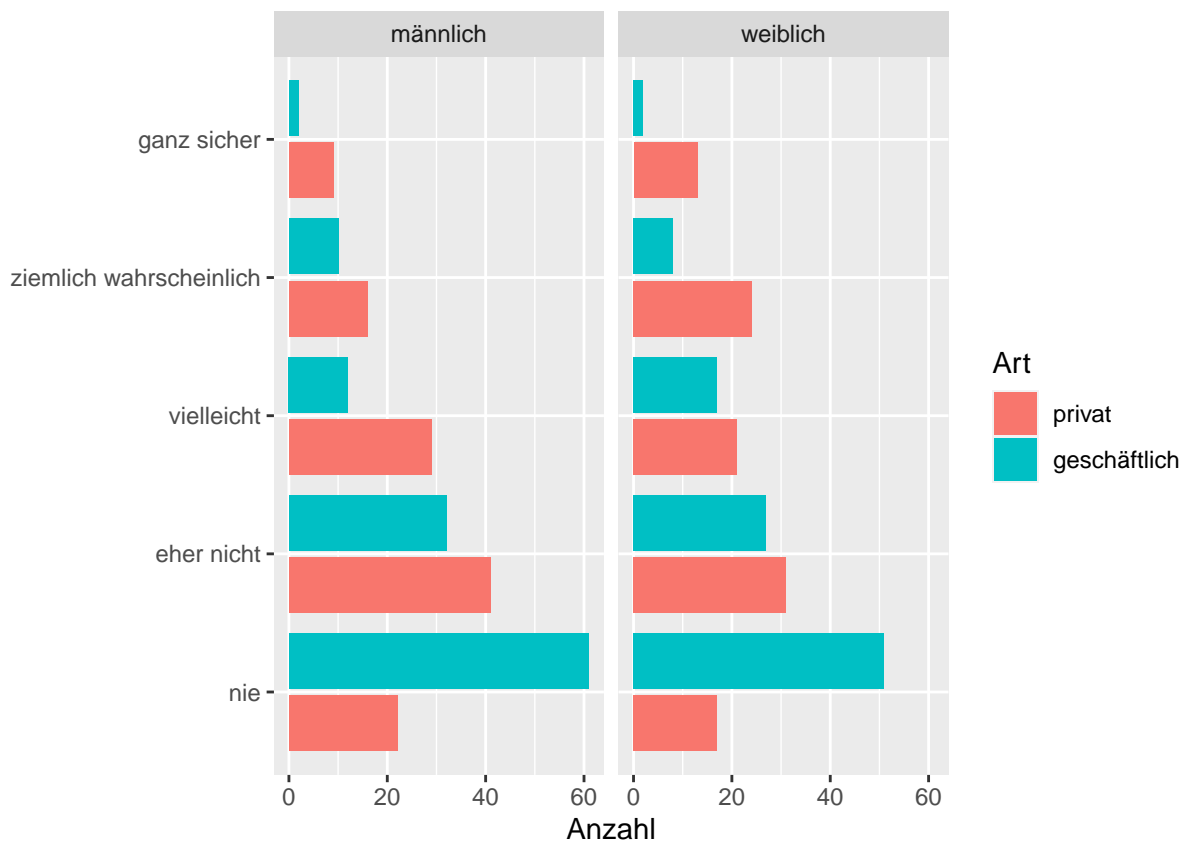


Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	privat	1	5	2	2.70	1.23	2.5
2	geschäftlich	1	5	1	1.84	1.05	1.0

Nr	Feld	nie	eher nicht	vielleicht	ziemlich wahrscheinlich	ganz sicher	Summe
1	privat	16.81% (39)	31.47% (73)	21.55% (50)	17.24% (40)	9.48% (22)	224
2	geschäftlich	48.28% (112)	25.86% (60)	12.5% (29)	7.76% (18)	1.72% (4)	223



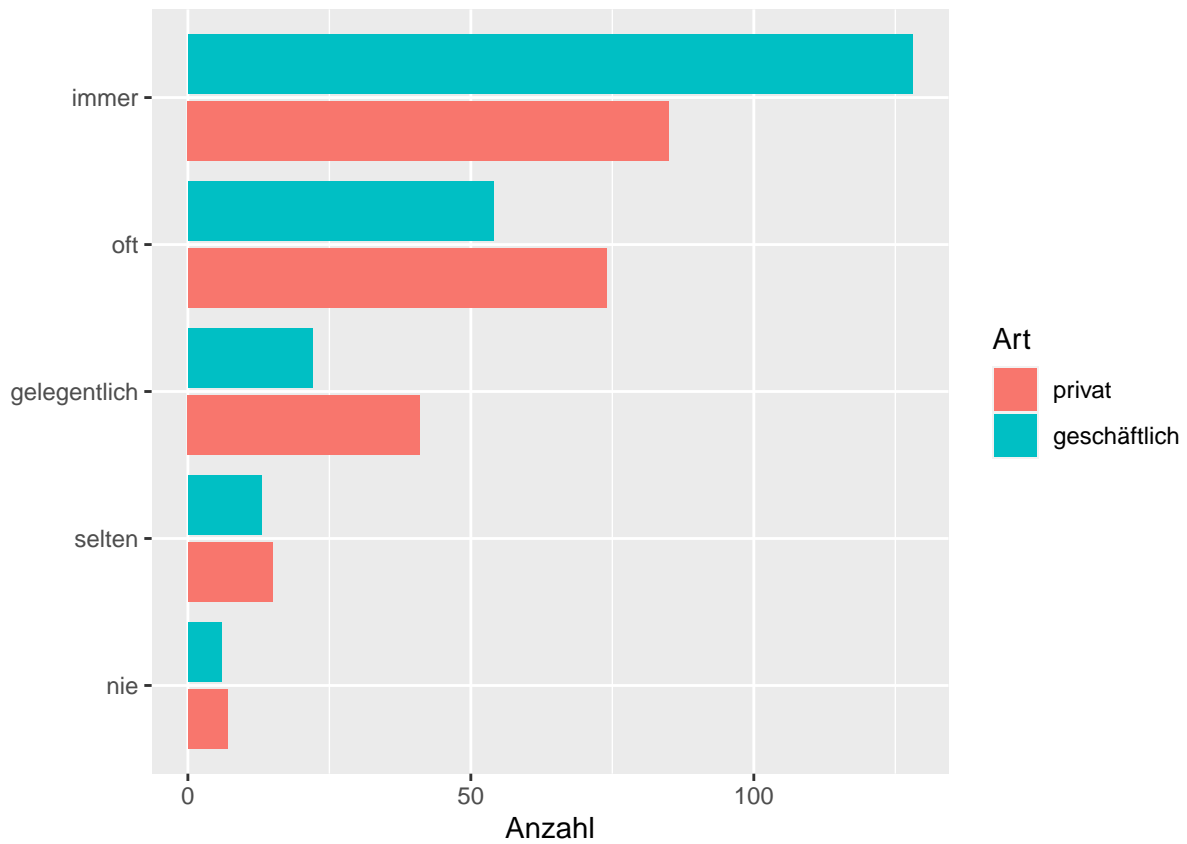
Nr	Feld	Ausprägung	nie	eher nicht	vielleicht	ziemlich wahrscheinlich	ganz sicher	Summe
1	privat	18-25	25% (6)	25% (6)	25% (6)	20.83% (5)	4.17% (1)	24
		26-32	15.62% (15)	33.33% (32)	22.92% (22)	18.75% (18)	9.38% (9)	96
		33-40	18% (9)	30% (15)	22% (11)	22% (11)	8% (4)	50
		41-55	16.67% (6)	41.67% (15)	11.11% (4)	11.11% (4)	19.44% (7)	36
		56-65	18.18% (2)	27.27% (3)	36.36% (4)	9.09% (1)	9.09% (1)	11
		über 65	16.67% (1)	16.67% (1)	50% (3)	16.67% (1)	0% (0)	6
2	geschäftlich	18-25	58.33% (14)	29.17% (7)	8.33% (2)	4.17% (1)	0% (0)	24
		26-32	46.32% (44)	32.63% (31)	12.63% (12)	7.37% (7)	1.05% (1)	95
		33-40	56% (28)	20% (10)	14% (7)	8% (4)	2% (1)	50
		41-55	41.67% (15)	25% (9)	16.67% (6)	11.11% (4)	5.56% (2)	36
		56-65	63.64% (7)	9.09% (1)	9.09% (1)	18.18% (2)	0% (0)	11
		über 65	66.67% (4)	16.67% (1)	16.67% (1)	0% (0)	0% (0)	6



Nr	Feld	Auspraegung	nie	eher nicht	vielleicht	ziemlich wahrscheinlich	ganzt sicher	Sum
1	privat	männlich	18.8% (22)	35.04% (41)	24.79% (29)	13.68% (16)	7.69% (9)	117
		weiblich	16.04% (17)	29.25% (31)	19.81% (21)	22.64% (24)	12.26% (13)	106
2	geschäftlich	männlich	52.14% (61)	27.35% (32)	10.26% (12)	8.55% (10)	1.71% (2)	117
		weiblich	48.57% (51)	25.71% (27)	16.19% (17)	7.62% (8)	1.9% (2)	105

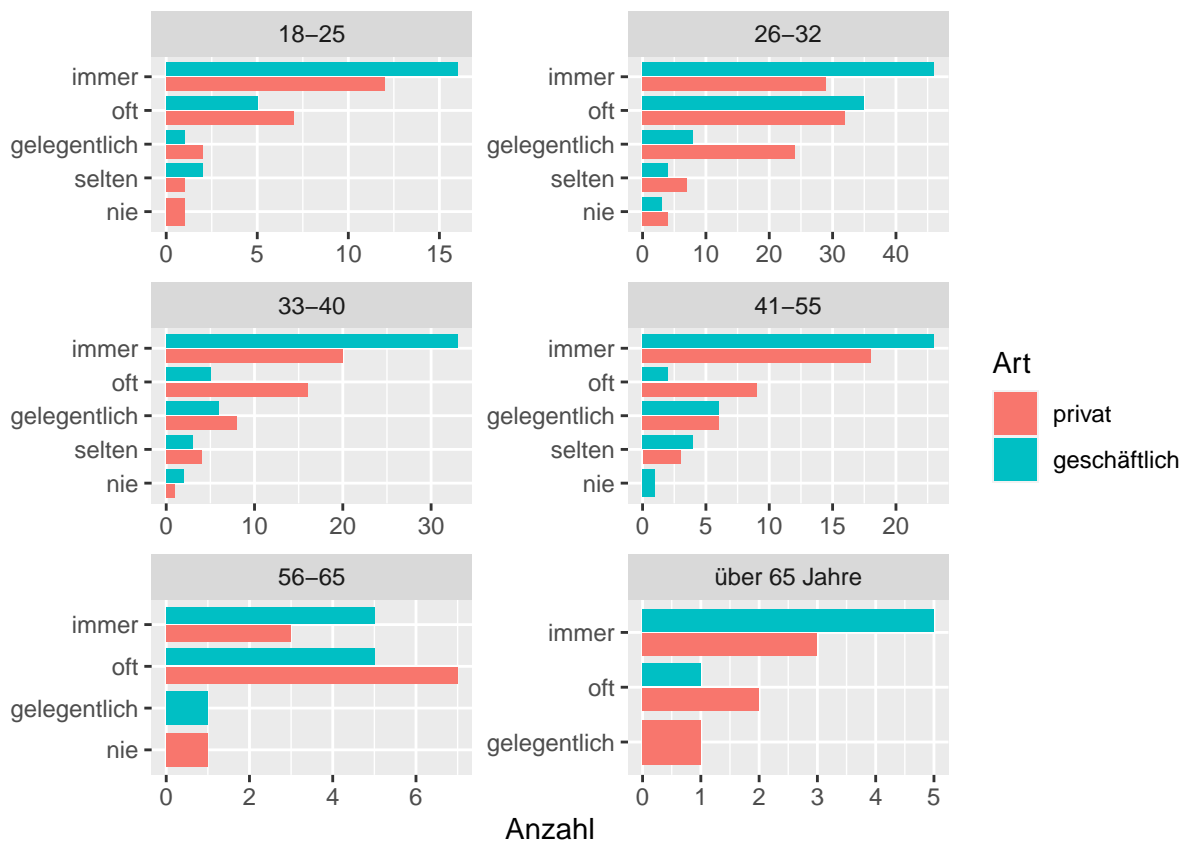
Kommunikation mit Unternehmen über Social Media

08 - Kommunizieren Sie mit Unternehmen über Social Media Kanäle?

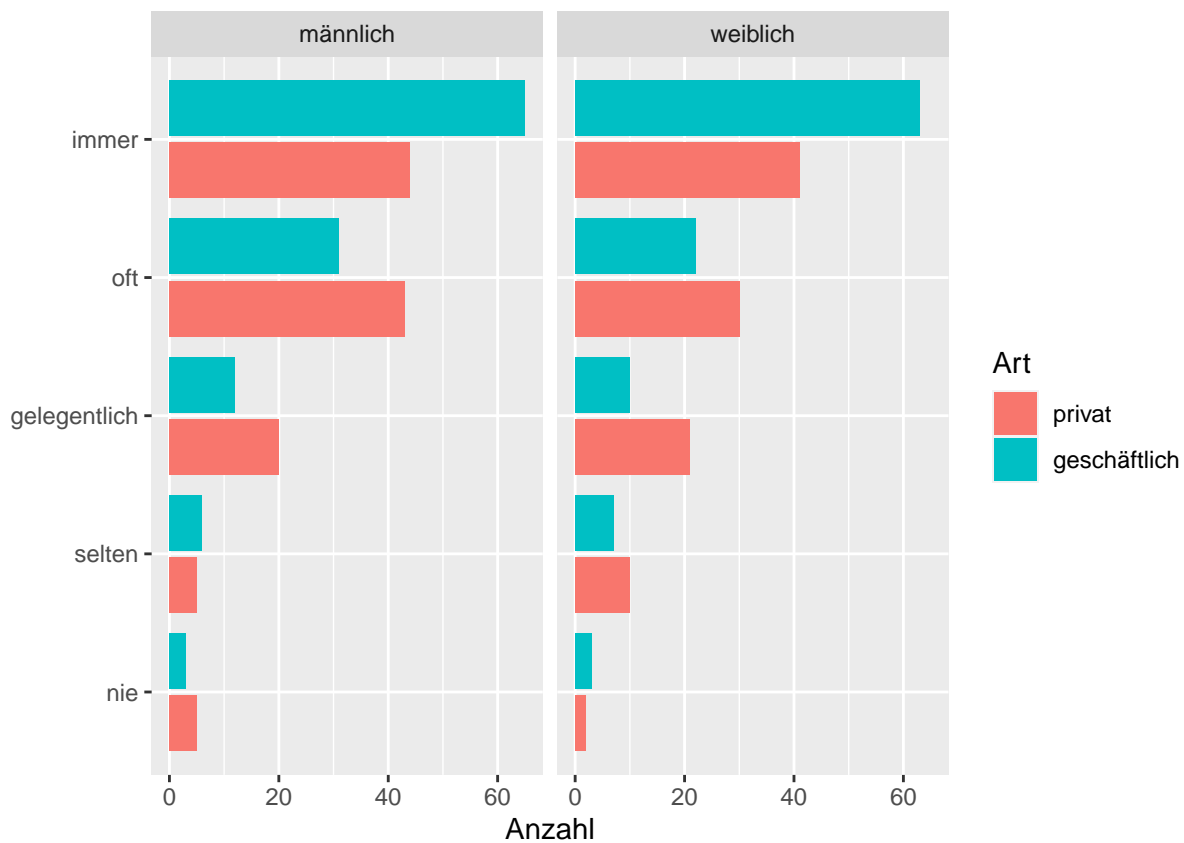


Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	privat	1	5	5	3.97	1.06	4
2	geschäftlich	1	5	5	4.28	1.04	5

Nr	Feld	nie	selten	gelegentlich	oft	immer	Summe
1	privat	3.02% (7)	6.47% (15)	17.67% (41)	31.9% (74)	36.64% (85)	222
2	geschäftlich	2.59% (6)	5.6% (13)	9.48% (22)	23.28% (54)	55.17% (128)	223



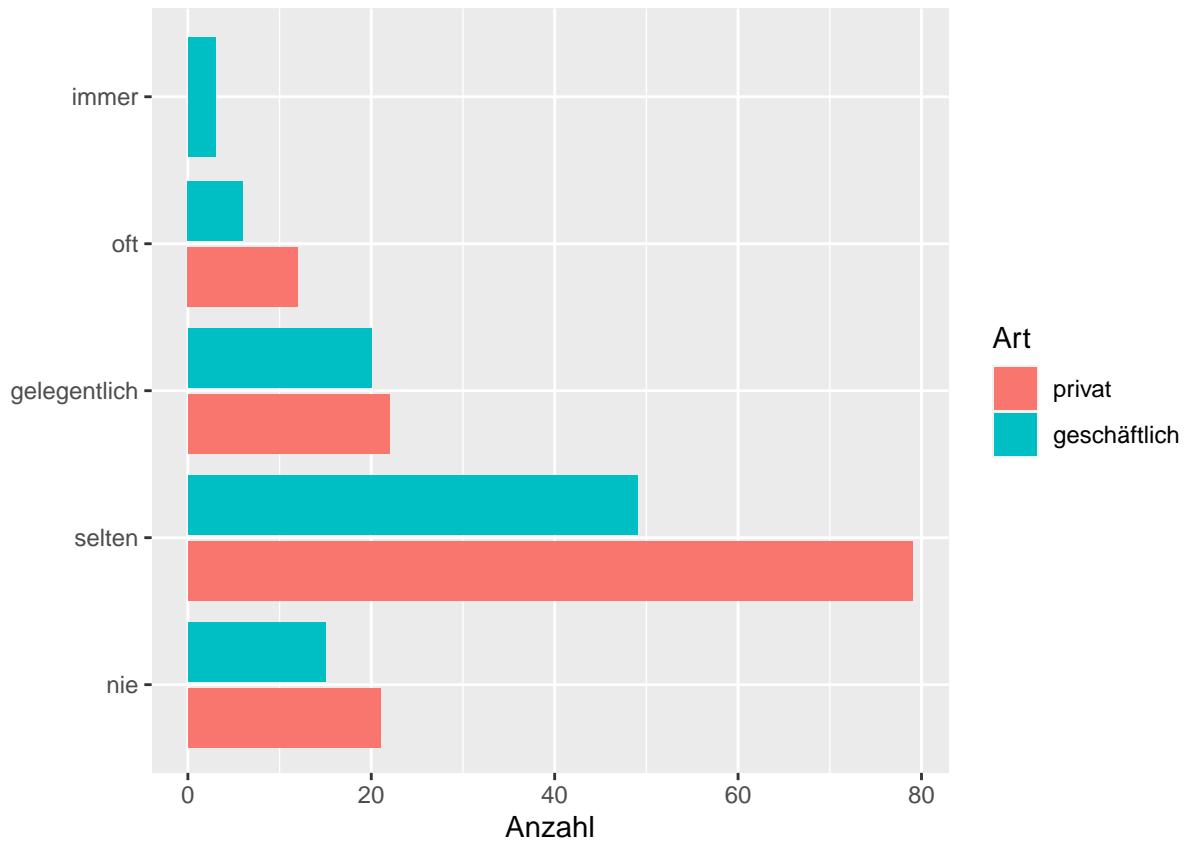
Nr	Feld	Ausprägung	nie	selten	gelegentlich	oft	immer	Summe
1	privat	18-25	4.35% (1)	4.35% (1)	8.7% (2)	30.43% (7)	52.17% (12)	23
		26-32	4.17% (4)	7.29% (7)	25% (24)	33.33% (32)	30.21% (29)	96
		33-40	2.04% (1)	8.16% (4)	16.33% (8)	32.65% (16)	40.82% (20)	49
		41-55	0% (0)	8.33% (3)	16.67% (6)	25% (9)	50% (18)	36
		56-65	9.09% (1)	0% (0)	0% (0)	63.64% (7)	27.27% (3)	11
		über 65	0% (0)	0% (0)	16.67% (1)	33.33% (2)	50% (3)	6
2	geschäftlich	18-25	0% (0)	8.33% (2)	4.17% (1)	20.83% (5)	66.67% (16)	24
		26-32	3.12% (3)	4.17% (4)	8.33% (8)	36.46% (35)	47.92% (46)	96
		33-40	4.08% (2)	6.12% (3)	12.24% (6)	10.2% (5)	67.35% (33)	49
		41-55	2.78% (1)	11.11% (4)	16.67% (6)	5.56% (2)	63.89% (23)	36
		56-65	0% (0)	0% (0)	9.09% (1)	45.45% (5)	45.45% (5)	11
		über 65	0% (0)	0% (0)	0% (0)	16.67% (1)	83.33% (5)	6



Nr	Feld	Auspraegung	nie	selten	gelegentlich	oft	immer	Summe
1	privat	männlich	4.27% (5)	4.27% (5)	17.09% (20)	36.75% (43)	37.61% (44)	117
		weiblich	1.92% (2)	9.62% (10)	20.19% (21)	28.85% (30)	39.42% (41)	104
2	geschäftlich	männlich	2.56% (3)	5.13% (6)	10.26% (12)	26.5% (31)	55.56% (65)	117
		weiblich	2.86% (3)	6.67% (7)	9.52% (10)	20.95% (22)	60% (63)	105

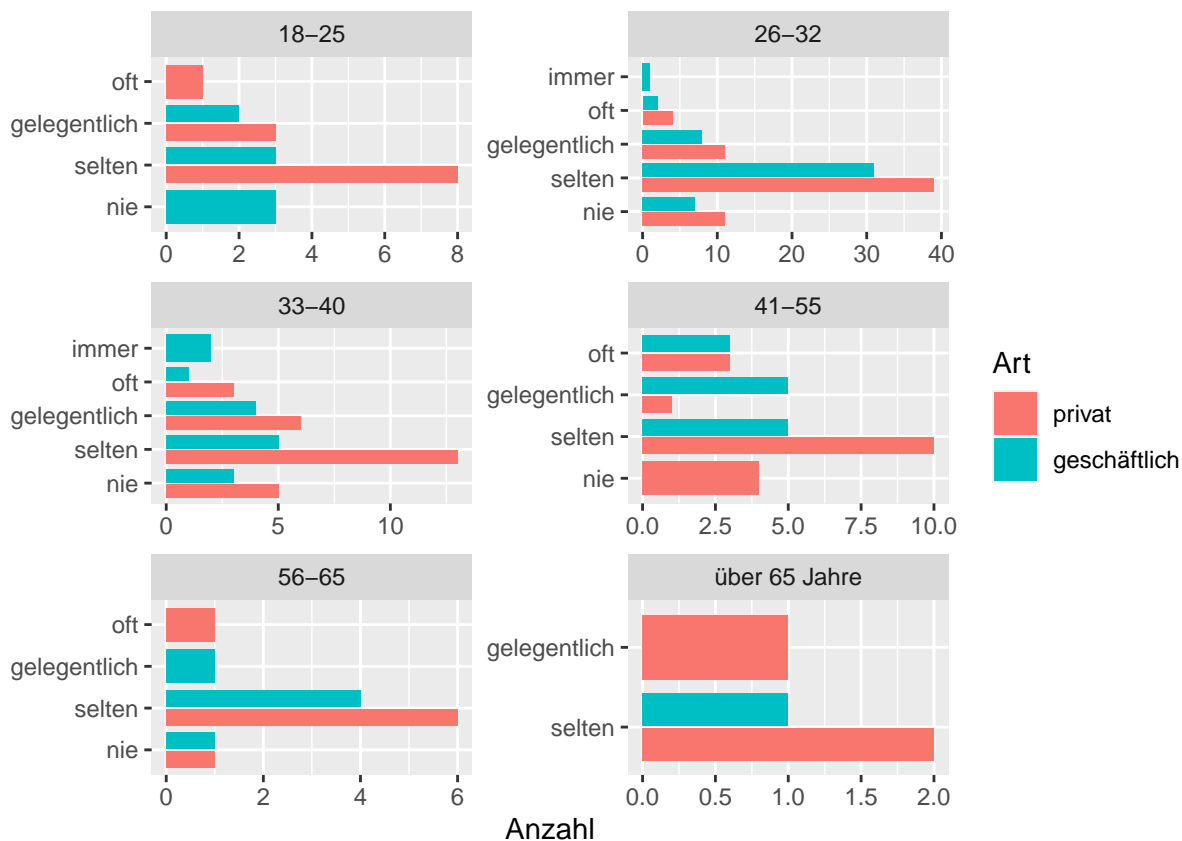
Häufigkeit der Kommunikation über Social Media

09 - Wie häufig kommunizieren Sie mit dem gleichen Unternehmen über einen Social Media Kanal?

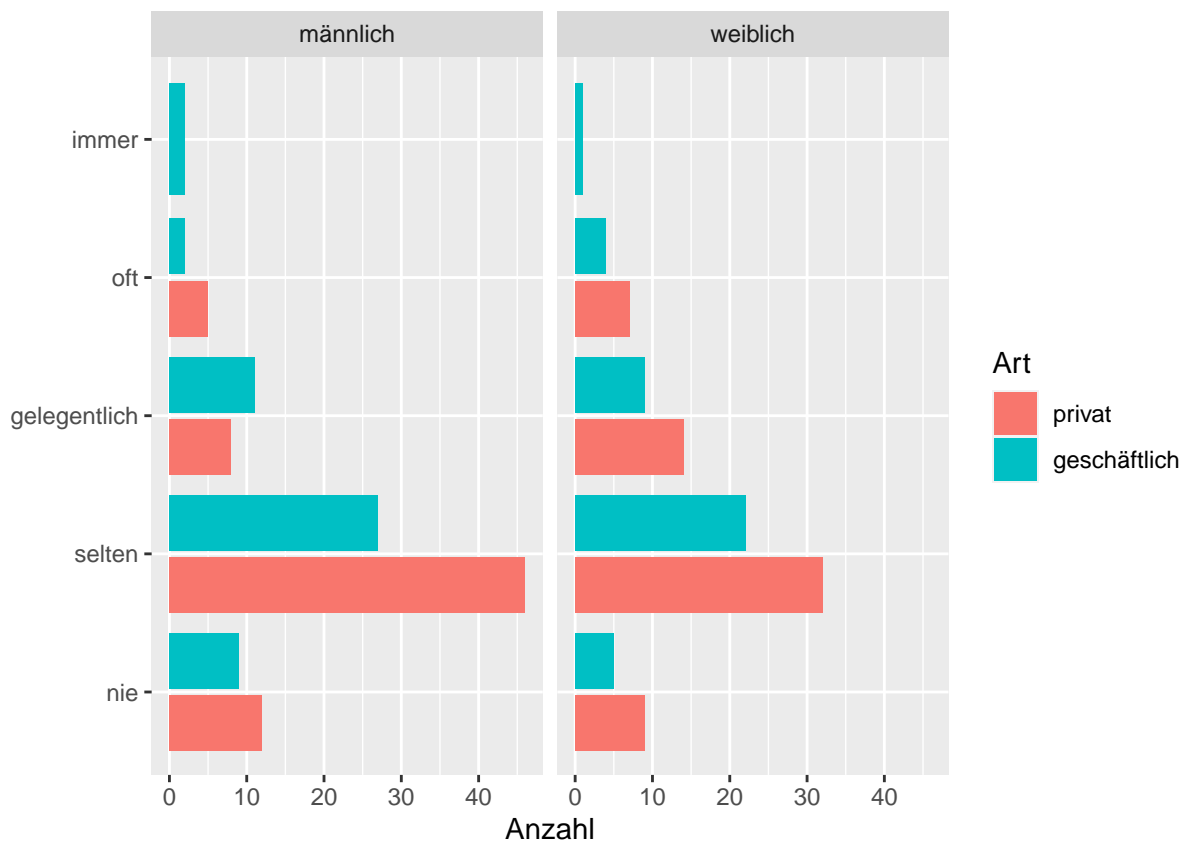


Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	privat	1	4	2	2.19	0.81	2
2	geschäftlich	1	5	2	2.28	0.93	2

Nr	Feld	nie	selten	gelegentlich	oft	immer	Summe
1	privat	9.05% (21)	34.05% (79)	9.48% (22)	5.17% (12)	0.00% (0)	134
2	geschäftlich	6.47% (15)	21.12% (49)	8.62% (20)	2.59% (6)	1.29% (3)	93



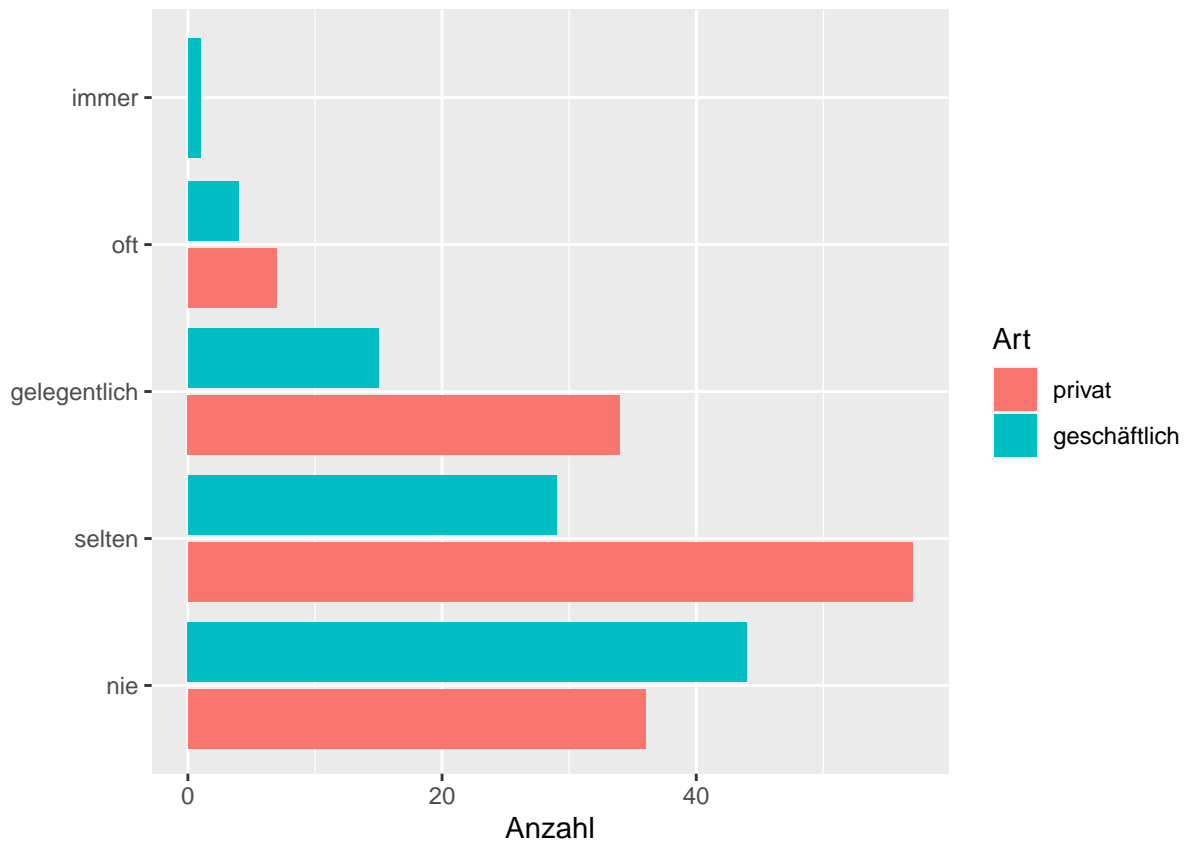
Nr	Feld	Ausprägung	nie	selten	gelegentlich	oft	immer	Summe
1	privat	18-25	0% (0)	66.67% (8)	25% (3)	8.33% (1)	0.00% (0)	12
		26-32	16.92% (11)	60% (39)	16.92% (11)	6.15% (4)	0.00% (0)	65
		33-40	18.52% (5)	48.15% (13)	22.22% (6)	11.11% (3)	0.00% (0)	27
		41-55	22.22% (4)	55.56% (10)	5.56% (1)	16.67% (3)	0.00% (0)	18
		56-65	12.5% (1)	75% (6)	0% (0)	12.5% (1)	0.00% (0)	8
		über 65	0% (0)	66.67% (2)	33.33% (1)	0% (0)	0.00% (0)	3
2	geschäftlich	18-25	37.5% (3)	37.5% (3)	25% (2)	0% (0)	0% (0)	8
		26-32	14.29% (7)	63.27% (31)	16.33% (8)	4.08% (2)	2.04% (1)	49
		33-40	20% (3)	33.33% (5)	26.67% (4)	6.67% (1)	13.33% (2)	15
		41-55	0% (0)	38.46% (5)	38.46% (5)	23.08% (3)	0% (0)	13
		56-65	16.67% (1)	66.67% (4)	16.67% (1)	0% (0)	0% (0)	6
		über 65	0% (0)	100% (1)	0% (0)	0% (0)	0% (0)	1



Nr	Feld	Auspraegung	nie	selten	gelegentlich	oft	immer	Summe
1	privat	männlich	16.9% (12)	64.79% (46)	11.27% (8)	7.04% (5)	0.00% (0)	71
		weiblich	14.52% (9)	51.61% (32)	22.58% (14)	11.29% (7)	0.00% (0)	62
2	geschäftlich	männlich	17.65% (9)	52.94% (27)	21.57% (11)	3.92% (2)	3.92% (2)	51
		weiblich	12.2% (5)	53.66% (22)	21.95% (9)	9.76% (4)	2.44% (1)	41

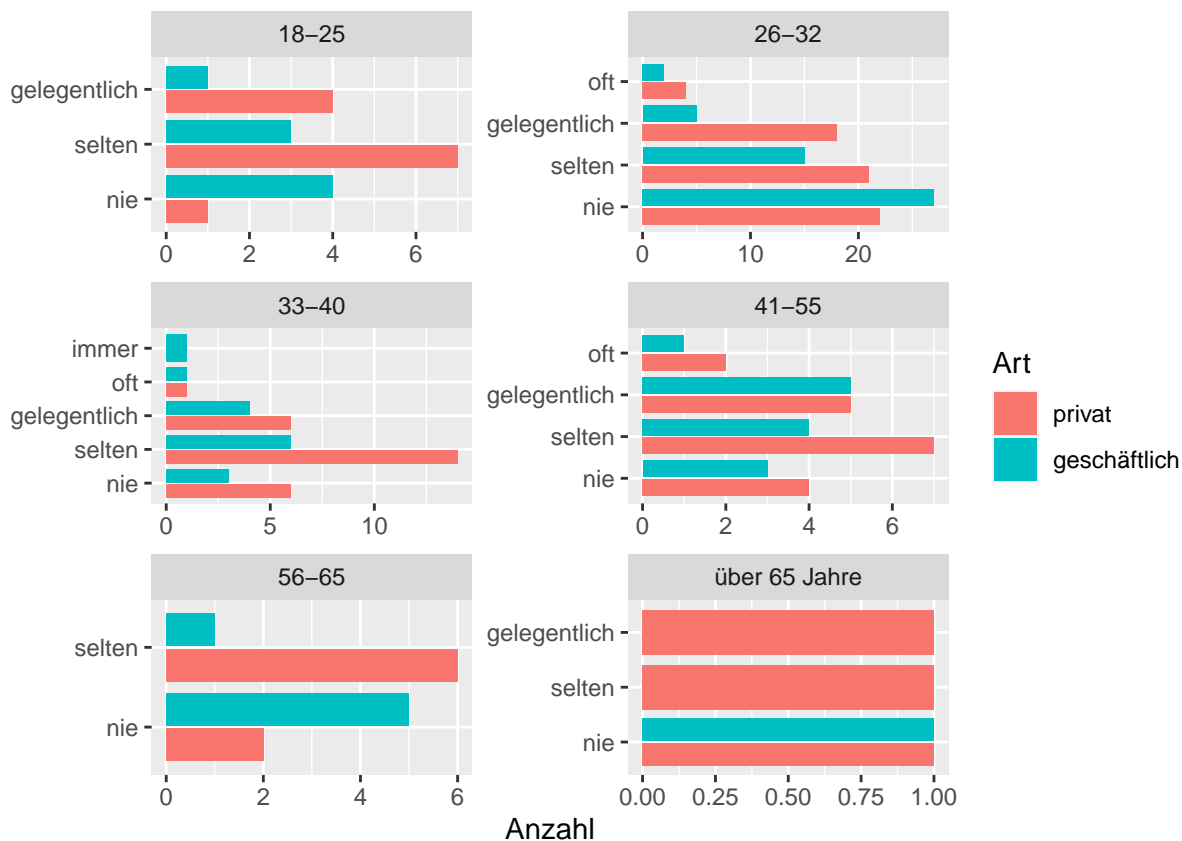
Kauf über Social Media von Unternehmen, mit welchen man kommuniziert

10 - Kaufen Sie Ihre Produkte oder Dienstleistungen bei dem Unternehmen ein, mit dem Sie über Social Media kommunizieren?

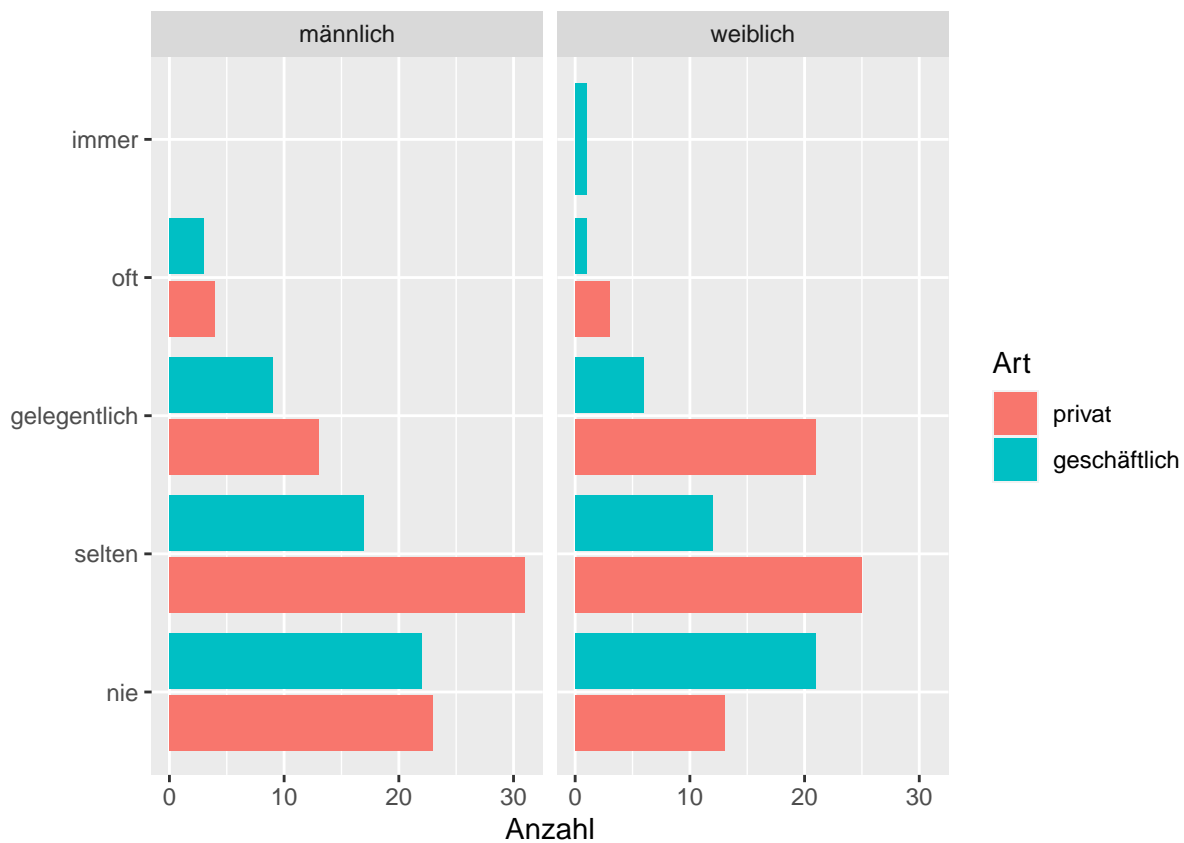


Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	privat	1	4	2	2.09	0.85	2
2	geschäftlich	1	5	1	1.81	0.94	2

Nr	Feld	nie	selten	gelegentlich	oft	immer	Summe
1	privat	15.52% (36)	24.57% (57)	14.66% (34)	3.02% (7)	0.00% (0)	134
2	geschäftlich	18.97% (44)	12.5% (29)	6.47% (15)	1.72% (4)	0.43% (1)	93



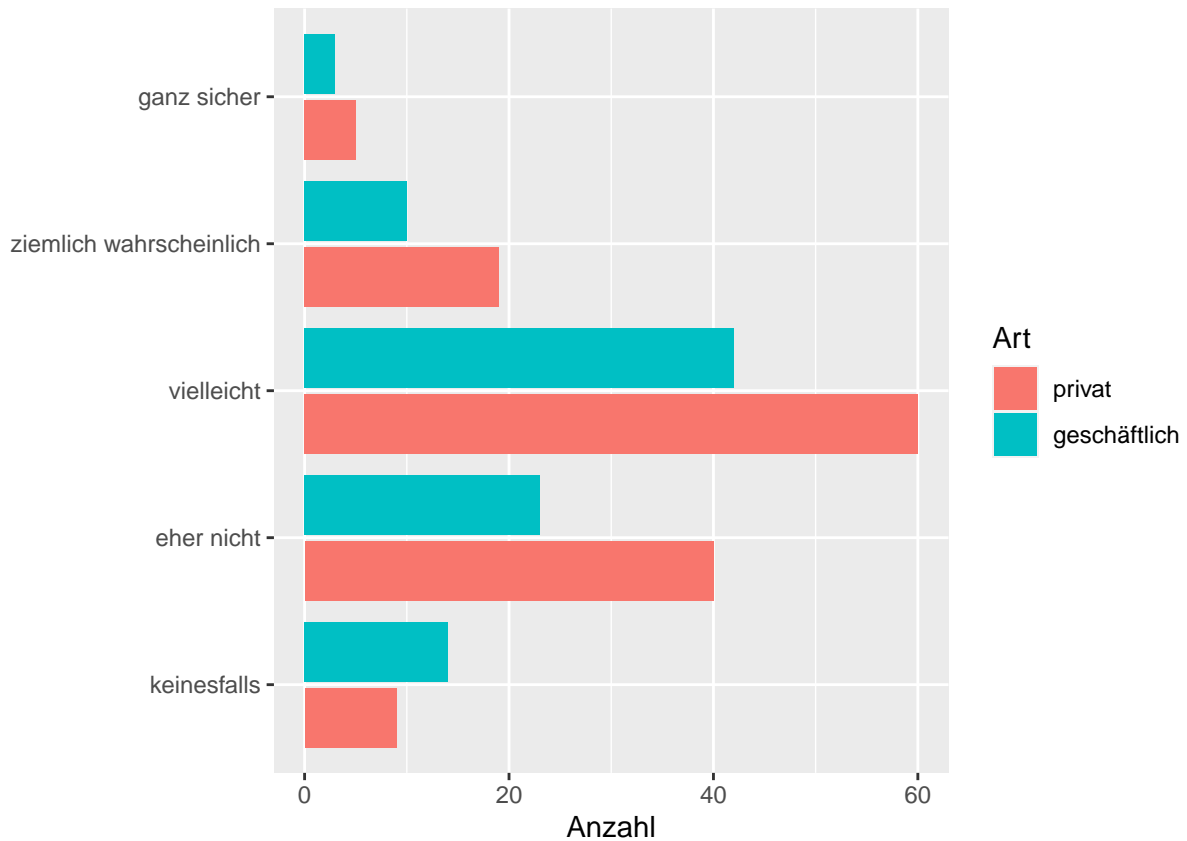
Nr	Feld	Ausprägung	nie	selten	gelegentlich	oft	immer	Summe
1	privat	18-25	8.33% (1)	58.33% (7)	33.33% (4)	0% (0)	0.00% (0)	12
		26-32	33.85% (22)	32.31% (21)	27.69% (18)	6.15% (4)	0.00% (0)	65
		33-40	22.22% (6)	51.85% (14)	22.22% (6)	3.7% (1)	0.00% (0)	27
		41-55	22.22% (4)	38.89% (7)	27.78% (5)	11.11% (2)	0.00% (0)	18
		56-65	25% (2)	75% (6)	0% (0)	0% (0)	0.00% (0)	8
		über 65	33.33% (1)	33.33% (1)	33.33% (1)	0% (0)	0.00% (0)	3
2	geschäftlich	18-25	50% (4)	37.5% (3)	12.5% (1)	0% (0)	0% (0)	8
		26-32	55.1% (27)	30.61% (15)	10.2% (5)	4.08% (2)	0% (0)	49
		33-40	20% (3)	40% (6)	26.67% (4)	6.67% (1)	6.67% (1)	15
		41-55	23.08% (3)	30.77% (4)	38.46% (5)	7.69% (1)	0% (0)	13
		56-65	83.33% (5)	16.67% (1)	0% (0)	0% (0)	0% (0)	6
		über 65	100% (1)	0% (0)	0% (0)	0% (0)	0% (0)	1



Nr	Feld	Auspraegung	nie	selten	gelegentlich	oft	immer	Summe
1	privat	männlich	32.39% (23)	43.66% (31)	18.31% (13)	5.63% (4)	0.00% (0)	71
		weiblich	20.97% (13)	40.32% (25)	33.87% (21)	4.84% (3)	0.00% (0)	62
2	geschäftlich	männlich	43.14% (22)	33.33% (17)	17.65% (9)	5.88% (3)	0% (0)	51
		weiblich	51.22% (21)	29.27% (12)	14.63% (6)	2.44% (1)	2.44% (1)	41

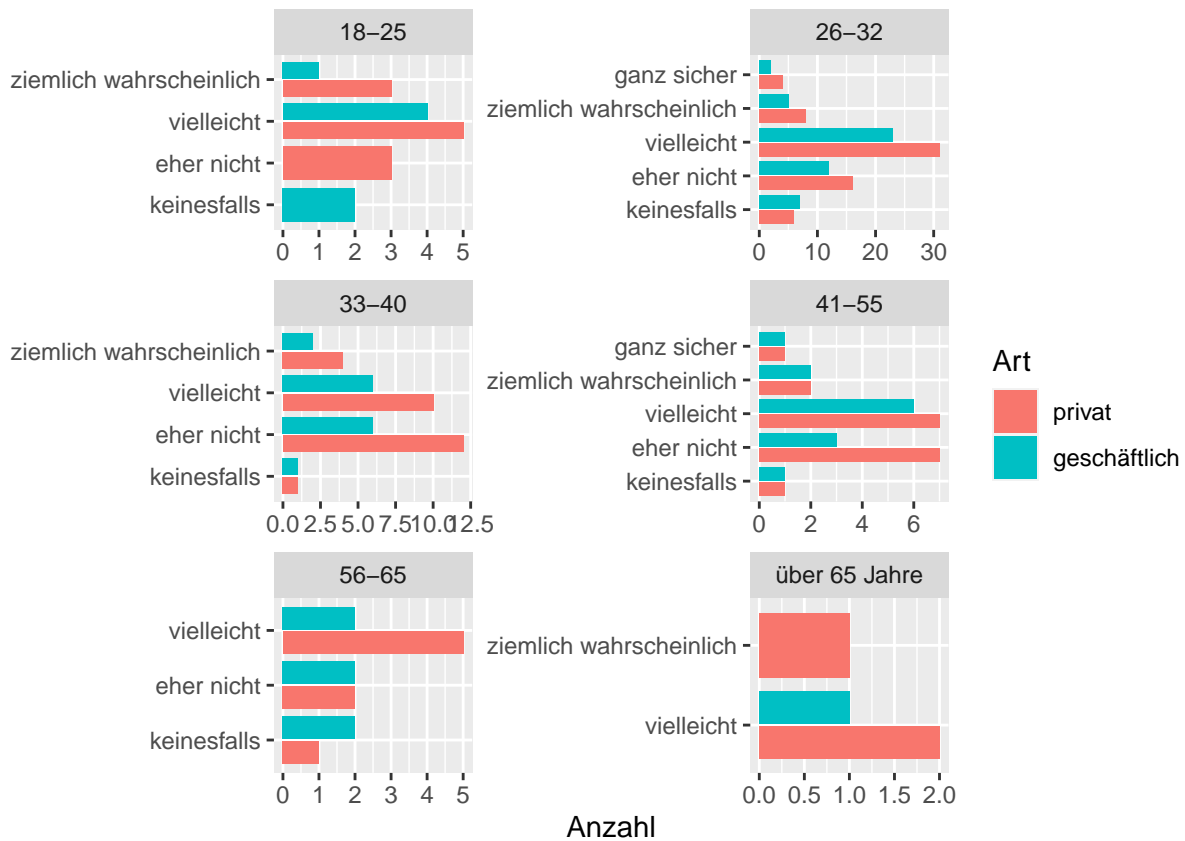
Kauf von Angeboten bei der Konkurrenz

11 - Kaufen Sie diese Produkte oder Dienstleistungen auch bei der Konkurrenz ein?

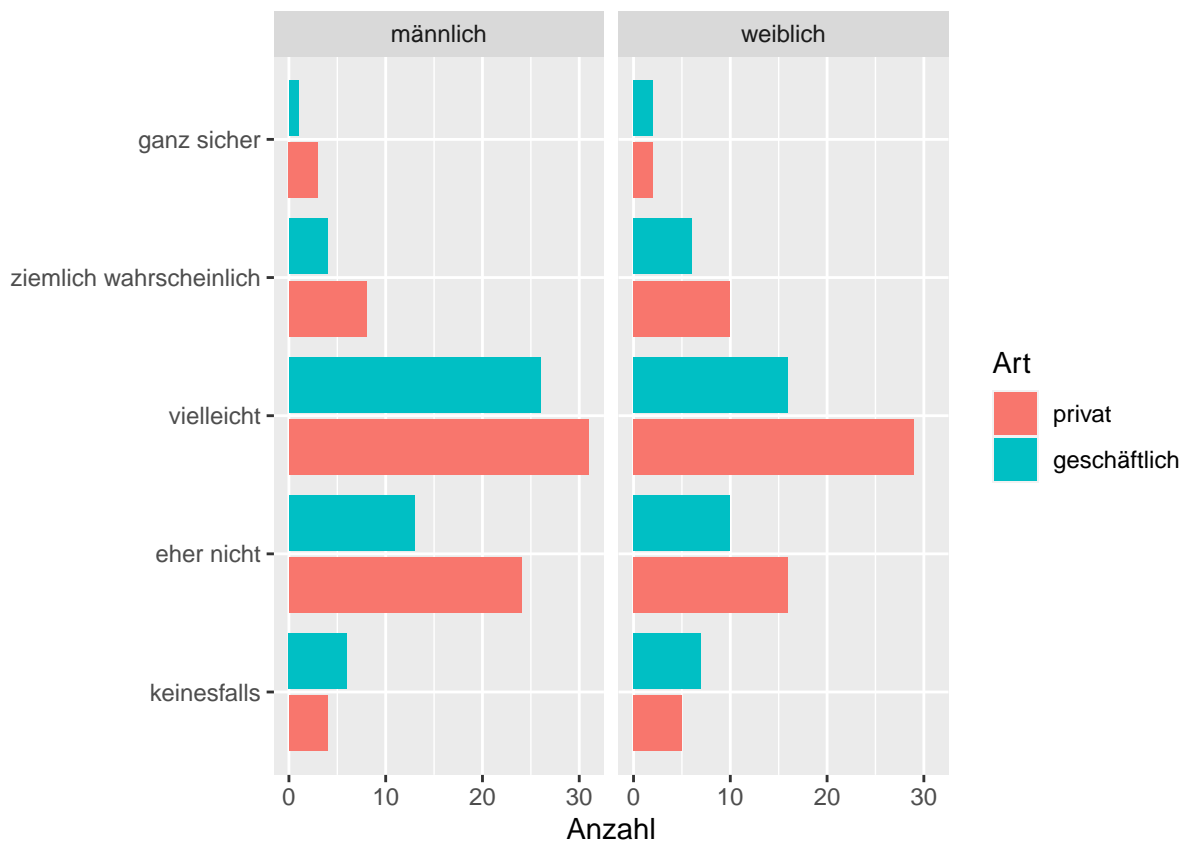


Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	privat	1	5	3	2.78	0.91	3
2	geschäftlich	1	5	3	2.62	0.98	3

Nr	Feld	keinesfalls	eher nicht	vielleicht	ziemlich wahrscheinlich	ganz sicher	Summe
1	privat	3.88% (9)	17.24% (40)	25.86% (60)	8.19% (19)	2.16% (5)	133
2	geschäftlich	6.03% (14)	9.91% (23)	18.1% (42)	4.31% (10)	1.29% (3)	92



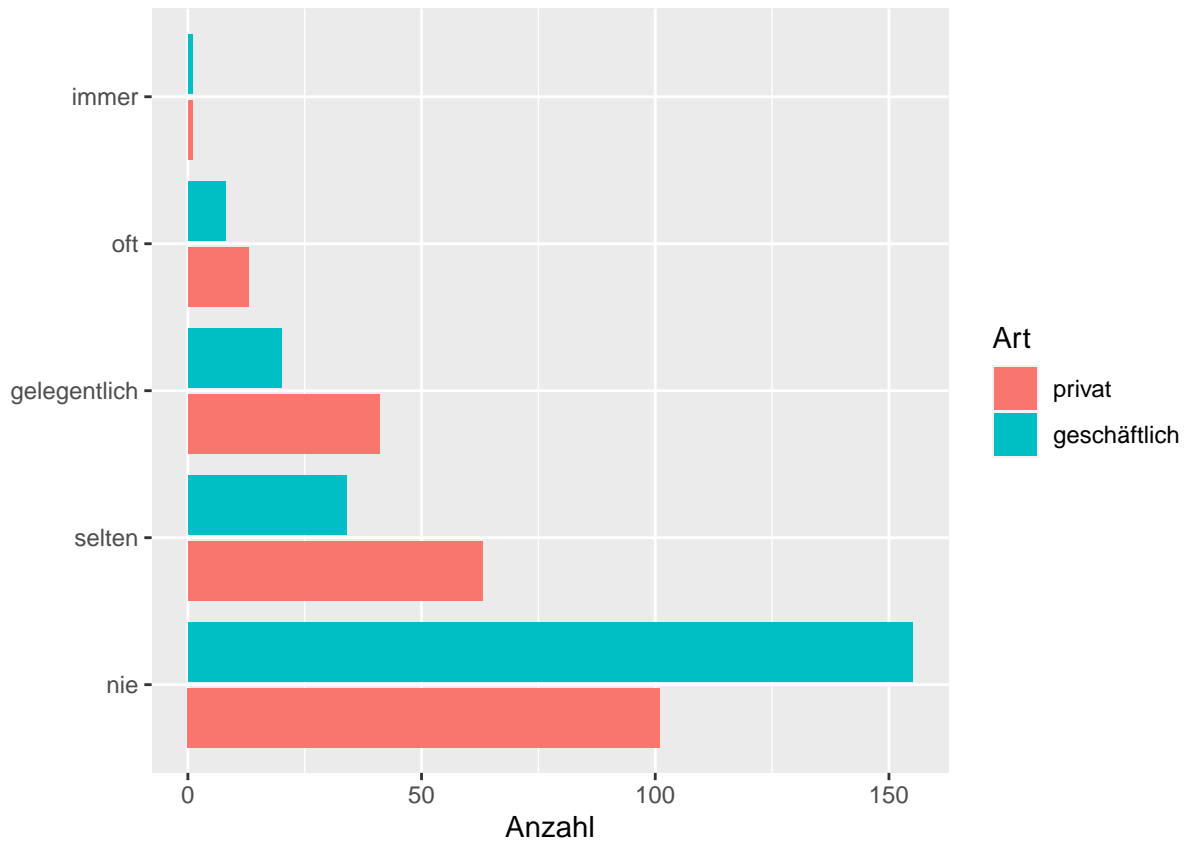
Nr	Feld	Ausprägung	keinesfalls	eher nicht	vielleicht	ziemlich wahrscheinlich	ganz sicher	Summe
1	privat	18-25	0% (0)	27.27% (3)	45.45% (5)	27.27% (3)	0% (0)	11
		26-32	9.23% (6)	24.62% (16)	47.69% (31)	12.31% (8)	6.15% (4)	65
		33-40	3.7% (1)	44.44% (12)	37.04% (10)	14.81% (4)	0% (0)	27
		41-55	5.56% (1)	38.89% (7)	38.89% (7)	11.11% (2)	5.56% (1)	18
		56-65	12.5% (1)	25% (2)	62.5% (5)	0% (0)	0% (0)	8
		über 65	0% (0)	0% (0)	66.67% (2)	33.33% (1)	0% (0)	3
2	geschäftlich	18-25	28.57% (2)	0% (0)	57.14% (4)	14.29% (1)	0% (0)	7
		26-32	14.29% (7)	24.49% (12)	46.94% (23)	10.2% (5)	4.08% (2)	49
		33-40	6.67% (1)	40% (6)	40% (6)	13.33% (2)	0% (0)	15
		41-55	7.69% (1)	23.08% (3)	46.15% (6)	15.38% (2)	7.69% (1)	13
		56-65	33.33% (2)	33.33% (2)	33.33% (2)	0% (0)	0% (0)	6
		über 65	0% (0)	0% (0)	100% (1)	0% (0)	0% (0)	1



Nr	Feld	Auspraegung	keinesfalls	eher nicht	vielleicht	ziemlich wahrscheinlich	ganz sicher	Summ
1	privat	männlich	5.71% (4)	34.29% (24)	44.29% (31)	11.43% (8)	4.29% (3)	70
		weiblich	8.06% (5)	25.81% (16)	46.77% (29)	16.13% (10)	3.23% (2)	62
2	geschäftlich	männlich	12% (6)	26% (13)	52% (26)	8% (4)	2% (1)	50
		weiblich	17.07% (7)	24.39% (10)	39.02% (16)	14.63% (6)	4.88% (2)	41

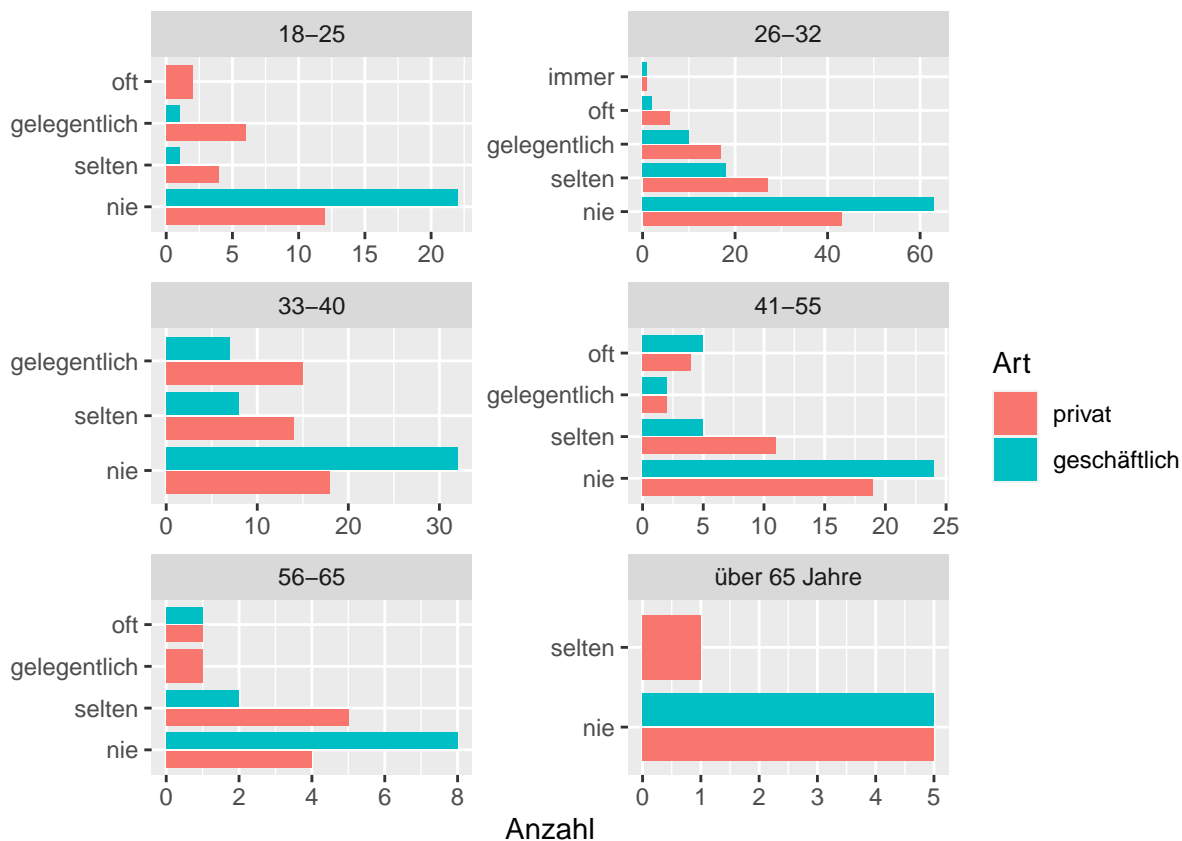
Einfluss von Likes auf den Einkauf

12 - Wie häufig wird Ihre Kaufentscheidung durch Likes von Bekannten und Freunden beeinflusst?

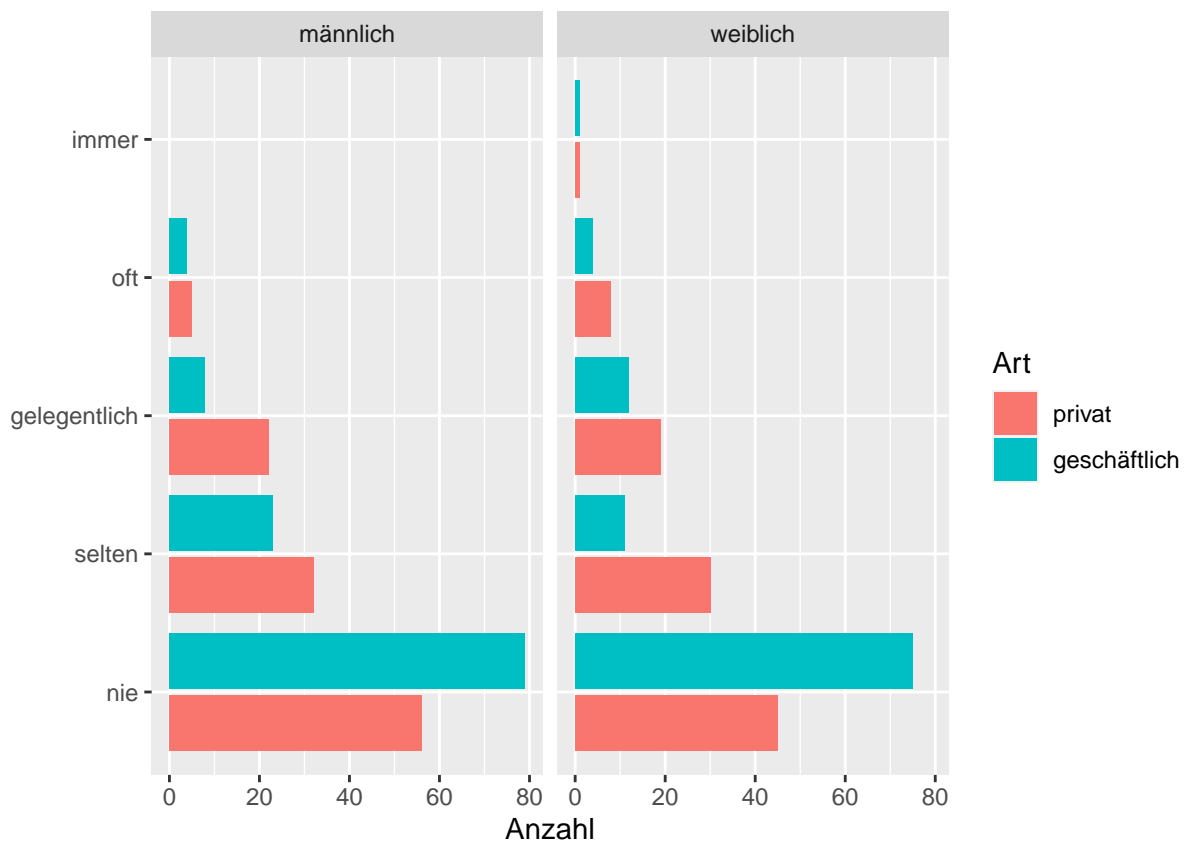


Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	privat	1	5	1	1.86	0.95	2
2	geschäftlich	1	5	1	1.47	0.84	1

Nr	Feld	nie	selten	gelegentlich	oft	immer	Summe
1	privat	43.53% (101)	27.16% (63)	17.67% (41)	5.6% (13)	0.43% (1)	219
2	geschäftlich	66.81% (155)	14.66% (34)	8.62% (20)	3.45% (8)	0.43% (1)	218



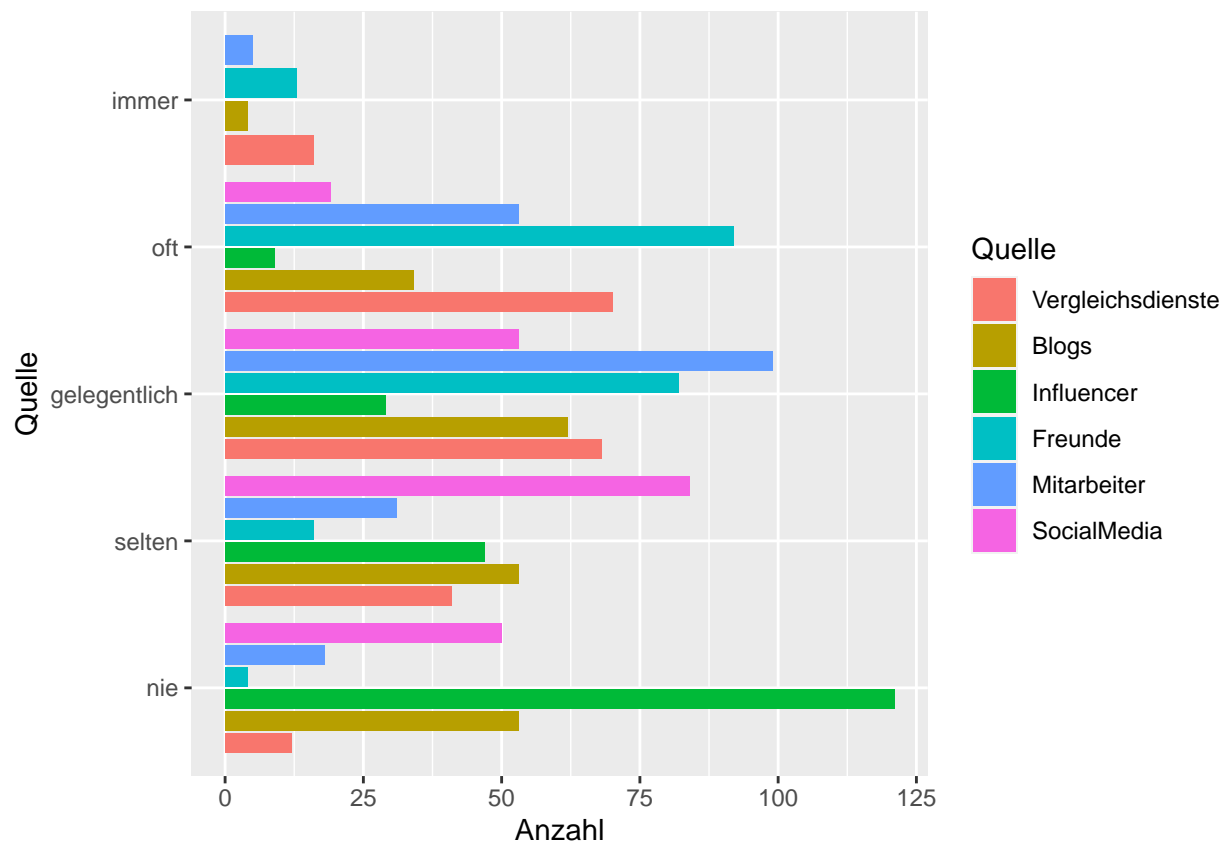
Nr	Feld	Ausprägung	nie	selten	gelegentlich	oft	immer	Summe
1	privat	18-25	50% (12)	16.67% (4)	25% (6)	8.33% (2)	0% (0)	24
		26-32	45.74% (43)	28.72% (27)	18.09% (17)	6.38% (6)	1.06% (1)	94
		33-40	38.3% (18)	29.79% (14)	31.91% (15)	0% (0)	0% (0)	47
		41-55	52.78% (19)	30.56% (11)	5.56% (2)	11.11% (4)	0% (0)	36
		56-65	36.36% (4)	45.45% (5)	9.09% (1)	9.09% (1)	0% (0)	11
		über 65	83.33% (5)	16.67% (1)	0% (0)	0% (0)	0% (0)	6
2	geschäftlich	18-25	91.67% (22)	4.17% (1)	4.17% (1)	0% (0)	0% (0)	24
		26-32	67.02% (63)	19.15% (18)	10.64% (10)	2.13% (2)	1.06% (1)	94
		33-40	68.09% (32)	17.02% (8)	14.89% (7)	0% (0)	0% (0)	47
		41-55	66.67% (24)	13.89% (5)	5.56% (2)	13.89% (5)	0% (0)	36
		56-65	72.73% (8)	18.18% (2)	0% (0)	9.09% (1)	0% (0)	11
		über 65	100% (5)	0% (0)	0% (0)	0% (0)	0% (0)	5



Nr	Feld	Auspraegung	nie	selten	gelegentlich	oft	immer	Summe
1	privat	männlich	48.7% (56)	27.83% (32)	19.13% (22)	4.35% (5)	0% (0)	115
		weiblich	43.69% (45)	29.13% (30)	18.45% (19)	7.77% (8)	0.97% (1)	103
2	geschäftlich	männlich	69.3% (79)	20.18% (23)	7.02% (8)	3.51% (4)	0% (0)	114
		weiblich	72.82% (75)	10.68% (11)	11.65% (12)	3.88% (4)	0.97% (1)	103

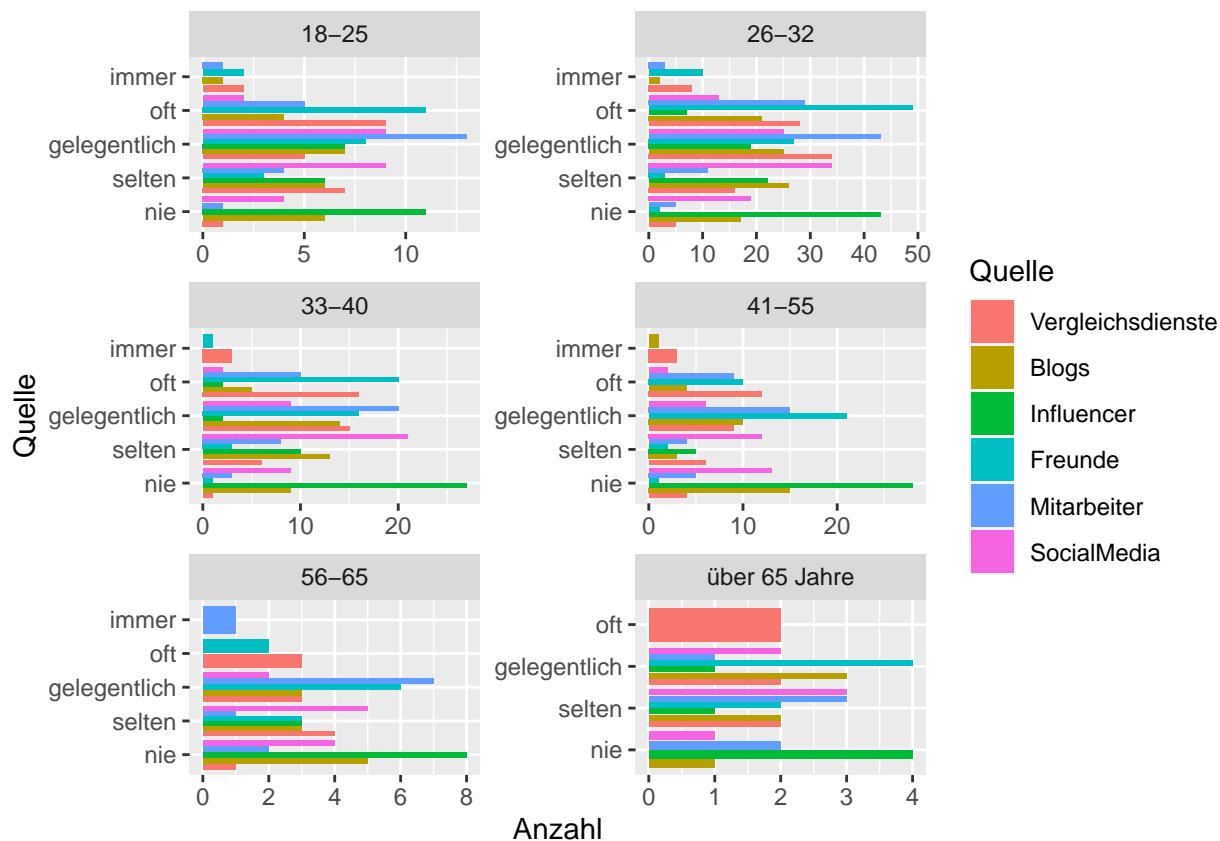
Verwendete Quellen für die Suche nach Angeboten

13 - Auf welche Quellen greifen Sie bei Ihrer Suche nach neuen Produkten oder Dienstleistungen zurück und wie oft? - privat



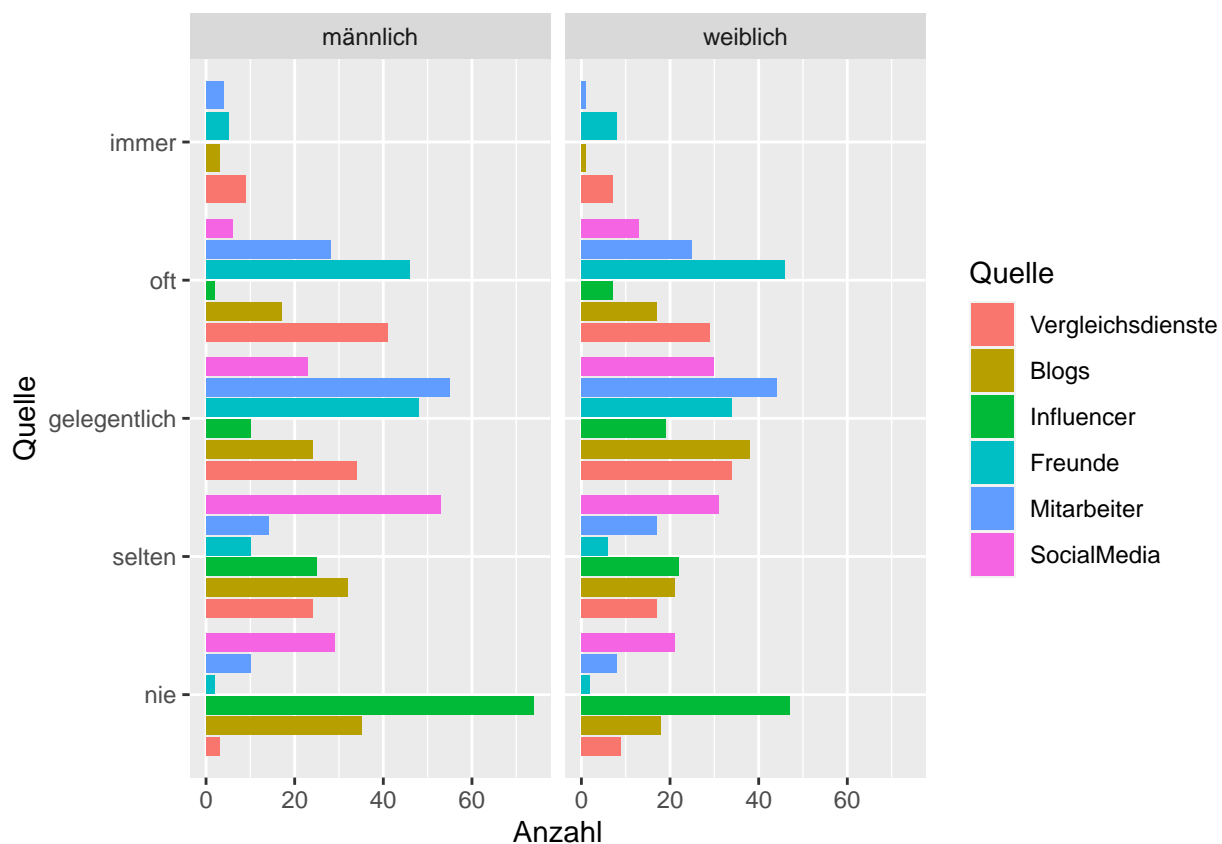
Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	Vergleichsdienste	1	5	4	3.18	1.02	3
2	Blogs	1	5	3	2.43	1.10	2
3	Influencer	1	4	1	1.64	0.88	1
4	Freunde	1	5	4	3.45	0.80	4
5	Mitarbeiter	1	5	3	2.98	0.93	3
6	SocialMedia	1	4	2	2.20	0.91	2

Nr	Feld	nie	selten	gelegentlich	oft	immer	Summe
1	Vergleichsdienste	5.17% (12)	17.67% (41)	29.31% (68)	30.17% (70)	6.9% (16)	207
2	Blogs	22.84% (53)	22.84% (53)	26.72% (62)	14.66% (34)	1.72% (4)	206
3	Influencer	52.16% (121)	20.26% (47)	12.5% (29)	3.88% (9)	0.00% (0)	206
4	Freunde	1.72% (4)	6.9% (16)	35.34% (82)	39.66% (92)	5.6% (13)	207
5	Mitarbeiter	7.76% (18)	13.36% (31)	42.67% (99)	22.84% (53)	2.16% (5)	206
6	SocialMedia	21.55% (50)	36.21% (84)	22.84% (53)	8.19% (19)	0.00% (0)	206



Nr	Feld	Ausprägung	nie	selten	gelegentlich	oft	immer	Summe
1	Vergleichsdienste	18-25	4.17% (1)	29.17% (7)	20.83% (5)	37.5% (9)	8.33% (2)	24
		26-32	5.49% (5)	17.58% (16)	37.36% (34)	30.77% (28)	8.79% (8)	91
		33-40	2.44% (1)	14.63% (6)	36.59% (15)	39.02% (16)	7.32% (3)	41
		41-55	11.76% (4)	17.65% (6)	26.47% (9)	35.29% (12)	8.82% (3)	34
		56-65	9.09% (1)	36.36% (4)	27.27% (3)	27.27% (3)	0% (0)	11
		über 65	0% (0)	33.33% (2)	33.33% (2)	33.33% (2)	0% (0)	6
2	Blogs	18-25	25% (6)	25% (6)	29.17% (7)	16.67% (4)	4.17% (1)	24
		26-32	18.68% (17)	28.57% (26)	27.47% (25)	23.08% (21)	2.2% (2)	91
		33-40	21.95% (9)	31.71% (13)	34.15% (14)	12.2% (5)	0% (0)	41
		41-55	45.45% (15)	9.09% (3)	30.3% (10)	12.12% (4)	3.03% (1)	33
		56-65	45.45% (5)	27.27% (3)	27.27% (3)	0% (0)	0% (0)	11
		über 65	16.67% (1)	33.33% (2)	50% (3)	0% (0)	0% (0)	6
3	Influencer	18-25	45.83% (11)	25% (6)	29.17% (7)	0% (0)	0.00% (0)	24
		26-32	47.25% (43)	24.18% (22)	20.88% (19)	7.69% (7)	0.00% (0)	91
		33-40	65.85% (27)	24.39% (10)	4.88% (2)	4.88% (2)	0.00% (0)	41
		41-55	84.85% (28)	15.15% (5)	0% (0)	0% (0)	0.00% (0)	33
		56-65	72.73% (8)	27.27% (3)	0% (0)	0% (0)	0.00% (0)	11
		über 65	66.67% (4)	16.67% (1)	16.67% (1)	0% (0)	0.00% (0)	6
4	Freunde	18-25	0% (0)	12.5% (3)	33.33% (8)	45.83% (11)	8.33% (2)	24
		26-32	2.2% (2)	3.3% (3)	29.67% (27)	53.85% (49)	10.99% (10)	91
		33-40	2.44% (1)	7.32% (3)	39.02% (16)	48.78% (20)	2.44% (1)	41
		41-55	2.94% (1)	5.88% (2)	61.76% (21)	29.41% (10)	0% (0)	34
		56-65	0% (0)	27.27% (3)	54.55% (6)	18.18% (2)	0% (0)	11
		über 65	0% (0)	33.33% (2)	66.67% (4)	0% (0)	0% (0)	6
5	Mitarbeiter	18-25	4.17% (1)	16.67% (4)	54.17% (13)	20.83% (5)	4.17% (1)	24

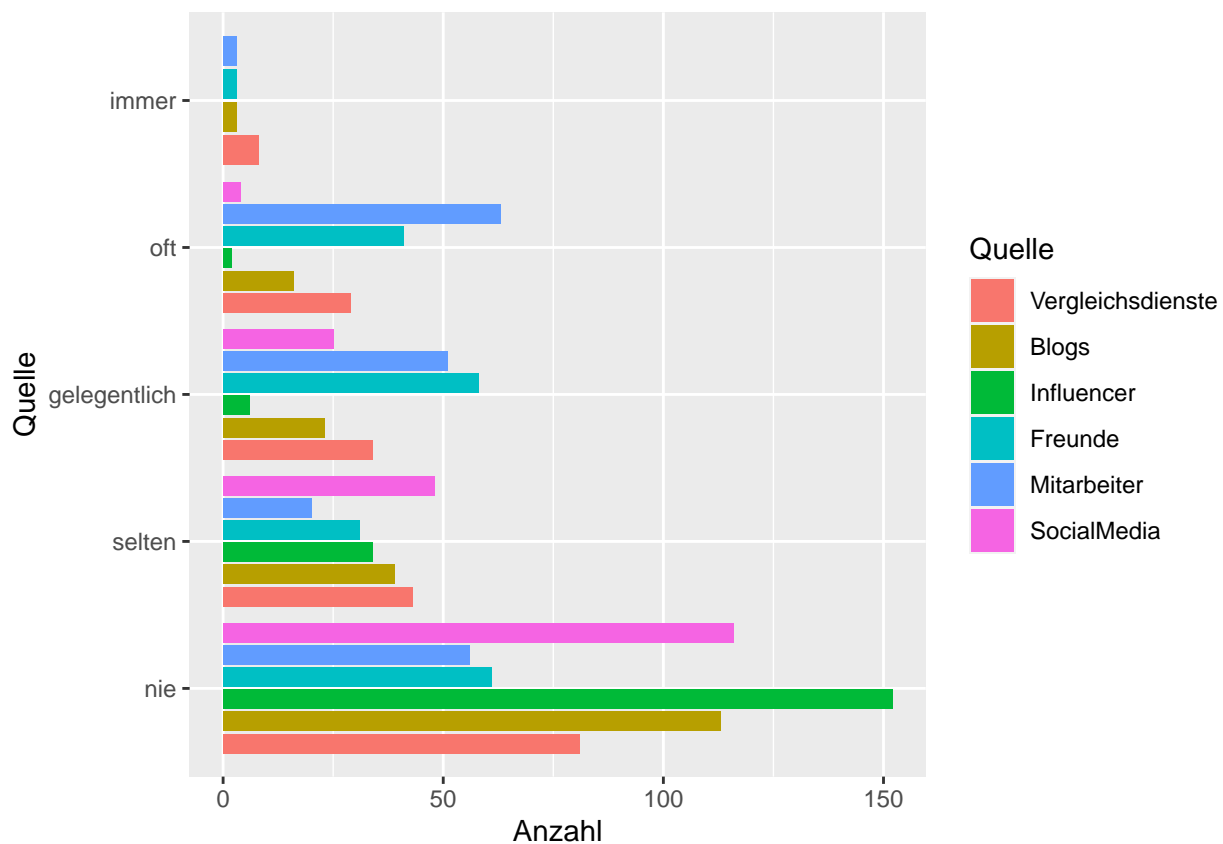
Nr	Feld	Ausprägung	nie	selten	gelegentlich	oft	immer	Summe
6	SocialMedia	26-32	5.49% (5)	12.09% (11)	47.25% (43)	31.87% (29)	3.3% (3)	91
		33-40	7.32% (3)	19.51% (8)	48.78% (20)	24.39% (10)	0% (0)	41
		41-55	15.15% (5)	12.12% (4)	45.45% (15)	27.27% (9)	0% (0)	33
		56-65	18.18% (2)	9.09% (1)	63.64% (7)	0% (0)	9.09% (1)	11
		über 65	33.33% (2)	50% (3)	16.67% (1)	0% (0)	0% (0)	6
		18-25	16.67% (4)	37.5% (9)	37.5% (9)	8.33% (2)	0.00% (0)	24
		26-32	20.88% (19)	37.36% (34)	27.47% (25)	14.29% (13)	0.00% (0)	91
		33-40	21.95% (9)	51.22% (21)	21.95% (9)	4.88% (2)	0.00% (0)	41
		41-55	39.39% (13)	36.36% (12)	18.18% (6)	6.06% (2)	0.00% (0)	33
		56-65	36.36% (4)	45.45% (5)	18.18% (2)	0% (0)	0.00% (0)	11
		über 65	16.67% (1)	50% (3)	33.33% (2)	0% (0)	0.00% (0)	6



Nr	Feld	Ausprägung	nie	selten	gelegentlich	oft	immer	Summe
1	Vergleichsdienste	männlich	2.7% (3)	21.62% (24)	30.63% (34)	36.94% (41)	8.11% (9)	111
		weiblich	9.38% (9)	17.71% (17)	35.42% (34)	30.21% (29)	7.29% (7)	96
2	Blogs	männlich	31.53% (35)	28.83% (32)	21.62% (24)	15.32% (17)	2.7% (3)	111
		weiblich	18.95% (18)	22.11% (21)	40% (38)	17.89% (17)	1.05% (1)	95
3	Influencer	männlich	66.67% (74)	22.52% (25)	9.01% (10)	1.8% (2)	0.00% (0)	111
		weiblich	49.47% (47)	23.16% (22)	20% (19)	7.37% (7)	0.00% (0)	95
4	Freunde	männlich	1.8% (2)	9.01% (10)	43.24% (48)	41.44% (46)	4.5% (5)	111
		weiblich	2.08% (2)	6.25% (6)	35.42% (34)	47.92% (46)	8.33% (8)	96
5	Mitarbeiter	männlich	9.01% (10)	12.61% (14)	49.55% (55)	25.23% (28)	3.6% (4)	111
		weiblich	8.42% (8)	17.89% (17)	46.32% (44)	26.32% (25)	1.05% (1)	95

Nr	Feld	Ausprägung	nie	selten	gelegentlich	oft	immer	Summe
6	SocialMedia	männlich	26.13% (29)	47.75% (53)	20.72% (23)	5.41% (6)	0.00% (0)	111
		weiblich	22.11% (21)	32.63% (31)	31.58% (30)	13.68% (13)	0.00% (0)	95

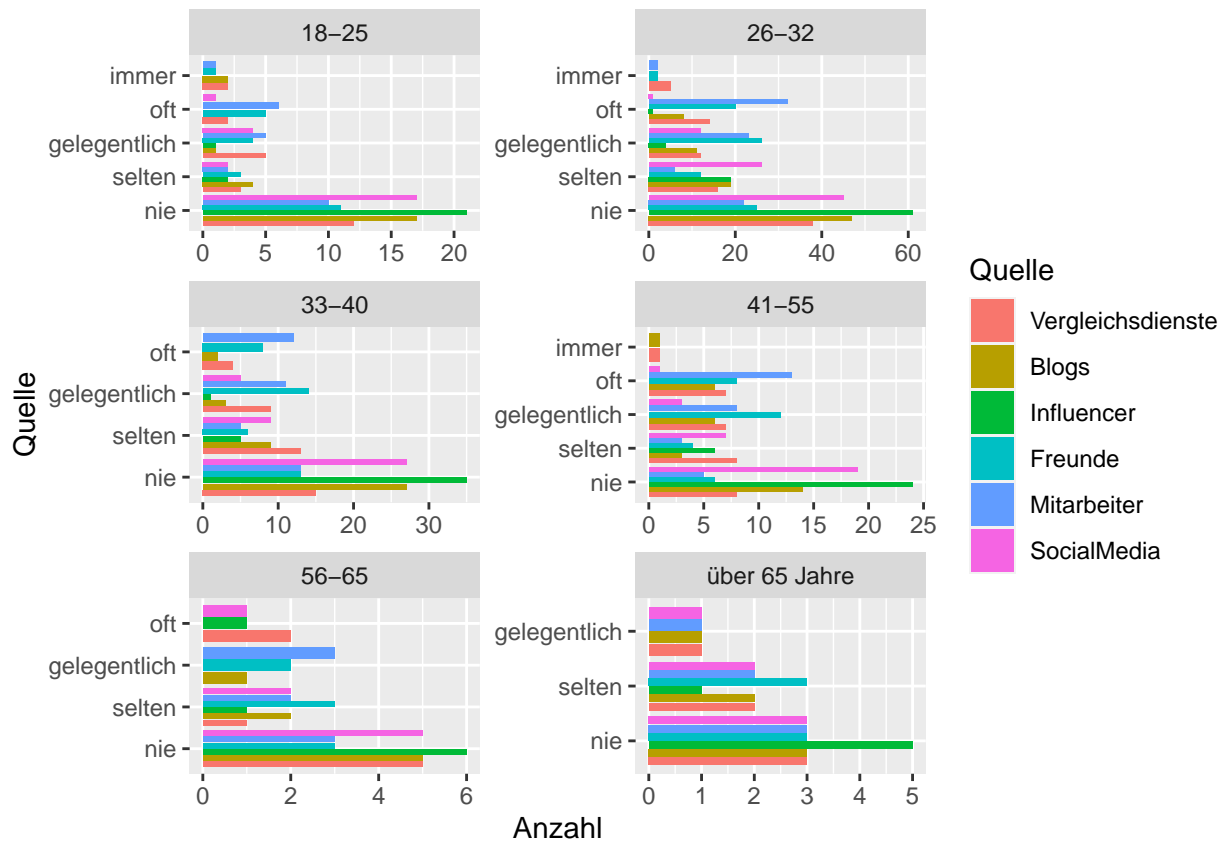
13 - Auf welche Quellen greifen Sie bei Ihrer Suche nach neuen Produkten oder Dienstleistungen zurück und wie oft?- geschäftlich



Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	Vergleichsdienste	1	5	1	2.18	1.24	2
2	Blogs	1	5	1	1.75	1.05	1
3	Influencer	1	4	1	1.27	0.57	1
4	Freunde	1	5	1	2.45	1.18	3
5	Mitarbeiter	1	5	4	2.67	1.25	3
6	SocialMedia	1	4	1	1.57	0.79	1

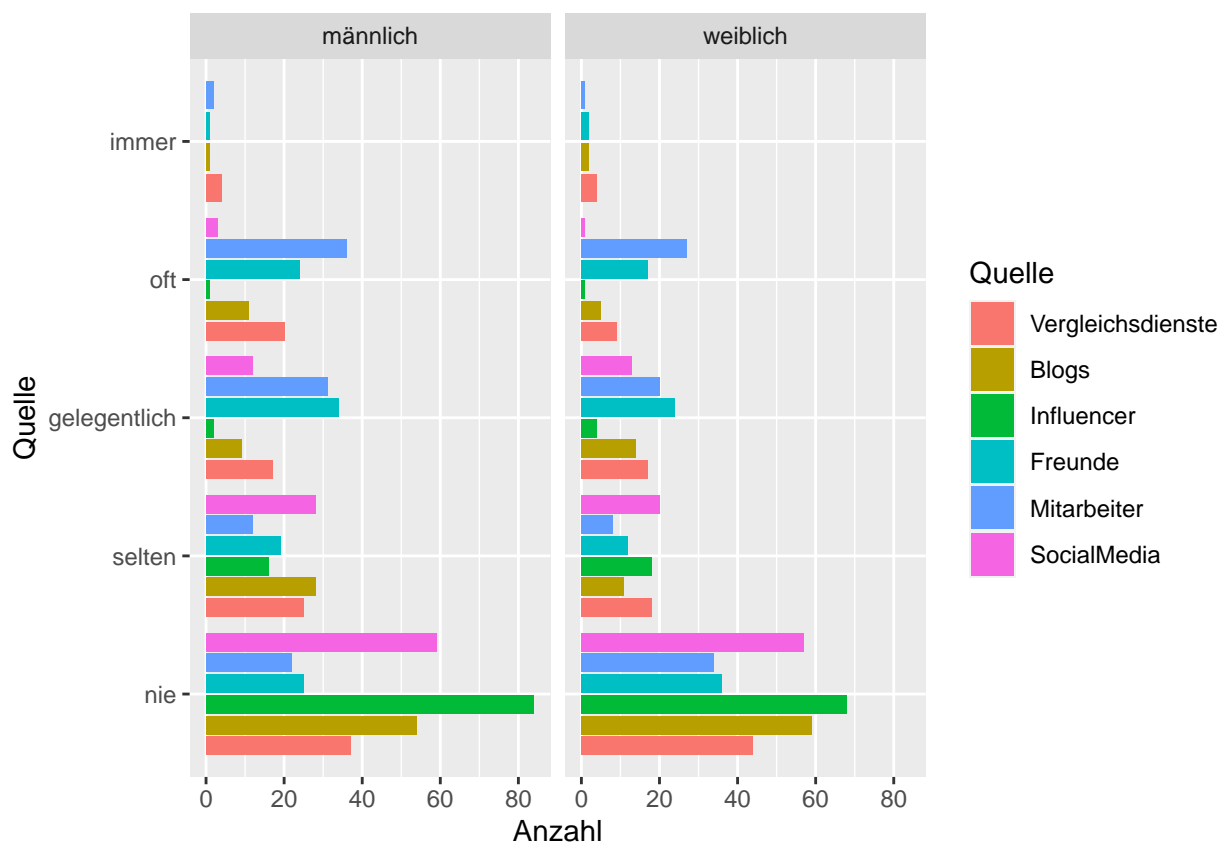
Nr	Feld	nie	selten	gelegentlich	oft	immer	Summe
1	Vergleichsdienste	34.91% (81)	18.53% (43)	14.66% (34)	12.5% (29)	3.45% (8)	195
2	Blogs	48.71% (113)	16.81% (39)	9.91% (23)	6.9% (16)	1.29% (3)	194
3	Influencer	65.52% (152)	14.66% (34)	2.59% (6)	0.86% (2)	0.00% (0)	194
4	Freunde	26.29% (61)	13.36% (31)	25% (58)	17.67% (41)	1.29% (3)	194
5	Mitarbeiter	24.14% (56)	8.62% (20)	21.98% (51)	27.16% (63)	1.29% (3)	193

Nr	Feld	nie	selten	gelegentlich	oft	immer	Summe
6	SocialMedia	50% (116)	20.69% (48)	10.78% (25)	1.72% (4)	0.00% (0)	193



Nr	Feld	Auspraegung	nie	selten	gelegentlich	oft	immer	Summe
1	Vergleichsdienste	18-25	50% (12)	12.5% (3)	20.83% (5)	8.33% (2)	8.33% (2)	24
		26-32	44.71% (38)	18.82% (16)	14.12% (12)	16.47% (14)	5.88% (5)	85
		33-40	36.59% (15)	31.71% (13)	21.95% (9)	9.76% (4)	0% (0)	41
		41-55	25.81% (8)	25.81% (8)	22.58% (7)	22.58% (7)	3.23% (1)	31
		56-65	62.5% (5)	12.5% (1)	0% (0)	25% (2)	0% (0)	8
		über 65	50% (3)	33.33% (2)	16.67% (1)	0% (0)	0% (0)	6
2	Blogs	18-25	70.83% (17)	16.67% (4)	4.17% (1)	0% (0)	8.33% (2)	24
		26-32	55.29% (47)	22.35% (19)	12.94% (11)	9.41% (8)	0% (0)	85
		33-40	65.85% (27)	21.95% (9)	7.32% (3)	4.88% (2)	0% (0)	41
		41-55	46.67% (14)	10% (3)	20% (6)	20% (6)	3.33% (1)	30
		56-65	62.5% (5)	25% (2)	12.5% (1)	0% (0)	0% (0)	8
		über 65	50% (3)	33.33% (2)	16.67% (1)	0% (0)	0% (0)	6
3	Influencer	18-25	87.5% (21)	8.33% (2)	4.17% (1)	0% (0)	0.00% (0)	24
		26-32	71.76% (61)	22.35% (19)	4.71% (4)	1.18% (1)	0.00% (0)	85
		33-40	85.37% (35)	12.2% (5)	2.44% (1)	0% (0)	0.00% (0)	41
		41-55	80% (24)	20% (6)	0% (0)	0% (0)	0.00% (0)	30
		56-65	75% (6)	12.5% (1)	0% (0)	12.5% (1)	0.00% (0)	8
		über 65	83.33% (5)	16.67% (1)	0% (0)	0% (0)	0.00% (0)	6
4	Freunde	18-25	45.83% (11)	12.5% (3)	16.67% (4)	20.83% (5)	4.17% (1)	24
		26-32	29.41% (25)	14.12% (12)	30.59% (26)	23.53% (20)	2.35% (2)	85

Nr	Feld	Auspraegung	nie	selten	gelegentlich	oft	immer	Summe
5	Mitarbeiter	33-40	31.71% (13)	14.63% (6)	34.15% (14)	19.51% (8)	0% (0)	41
		41-55	20% (6)	13.33% (4)	40% (12)	26.67% (8)	0% (0)	30
		56-65	37.5% (3)	37.5% (3)	25% (2)	0% (0)	0% (0)	8
		über 65	50% (3)	50% (3)	0% (0)	0% (0)	0% (0)	6
		18-25	41.67% (10)	8.33% (2)	20.83% (5)	25% (6)	4.17% (1)	24
		26-32	25.88% (22)	7.06% (6)	27.06% (23)	37.65% (32)	2.35% (2)	85
		33-40	31.71% (13)	12.2% (5)	26.83% (11)	29.27% (12)	0% (0)	41
		41-55	17.24% (5)	10.34% (3)	27.59% (8)	44.83% (13)	0% (0)	29
		56-65	37.5% (3)	25% (2)	37.5% (3)	0% (0)	0% (0)	8
		über 65	50% (3)	33.33% (2)	16.67% (1)	0% (0)	0% (0)	6
6	SocialMedia	18-25	70.83% (17)	8.33% (2)	16.67% (4)	4.17% (1)	0.00% (0)	24
		26-32	53.57% (45)	30.95% (26)	14.29% (12)	1.19% (1)	0.00% (0)	84
		33-40	65.85% (27)	21.95% (9)	12.2% (5)	0% (0)	0.00% (0)	41
		41-55	63.33% (19)	23.33% (7)	10% (3)	3.33% (1)	0.00% (0)	30
		56-65	62.5% (5)	25% (2)	0% (0)	12.5% (1)	0.00% (0)	8
		über 65	50% (3)	33.33% (2)	16.67% (1)	0% (0)	0.00% (0)	6

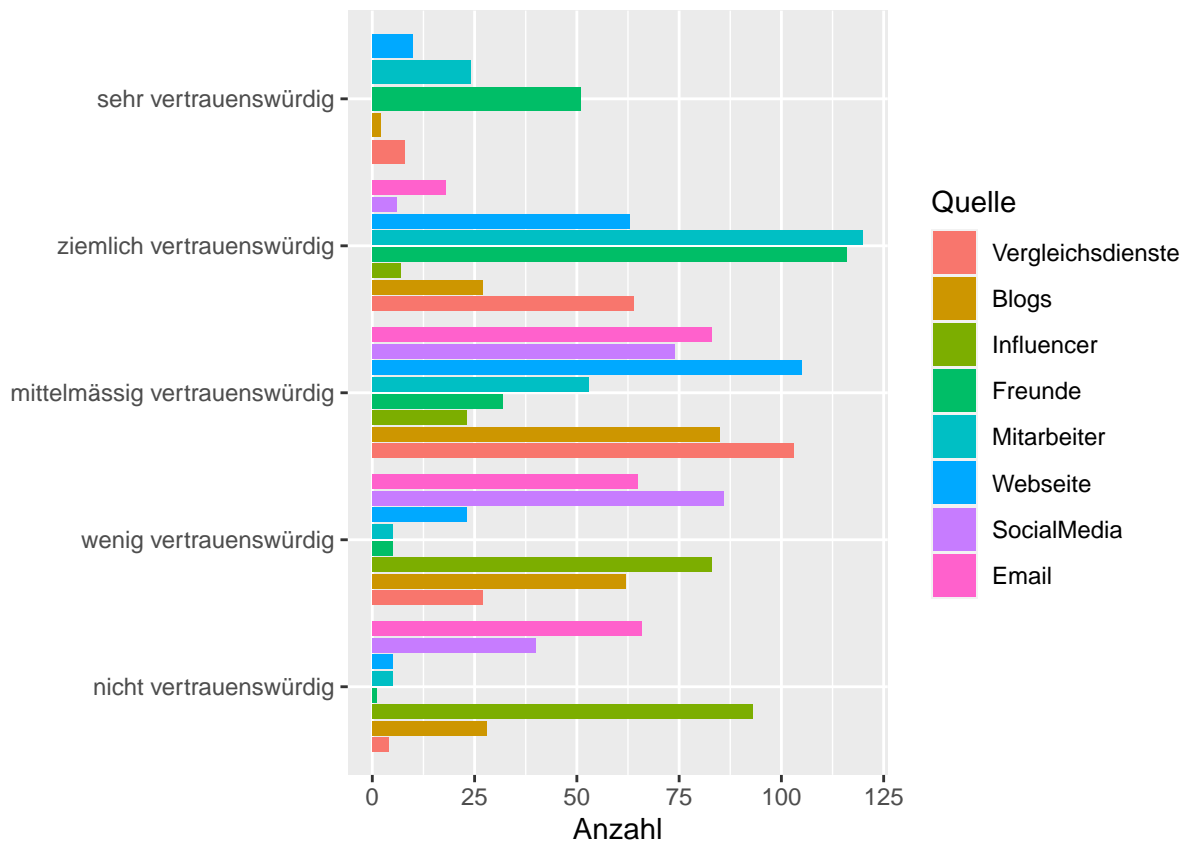


Nr	Feld	Auspraegung	nie	selten	gelegentlich	oft	immer	Summe
1	Vergleichsdienste	männlich	35.92% (37)	24.27% (25)	16.5% (17)	19.42% (20)	3.88% (4)	103
		weiblich	47.83% (44)	19.57% (18)	18.48% (17)	9.78% (9)	4.35% (4)	92
2	Blogs	männlich	52.43% (54)	27.18% (28)	8.74% (9)	10.68% (11)	0.97% (1)	103
		weiblich	64.84% (59)	12.09% (11)	15.38% (14)	5.49% (5)	2.2% (2)	91
3	Influencer	männlich	81.55% (84)	15.53% (16)	1.94% (2)	0.97% (1)	0.00% (0)	103

Nr	Feld	Ausprägung	nie	selten	gelegentlich	oft	immer	Summe
4	Freunde	weiblich	74.73% (68)	19.78% (18)	4.4% (4)	1.1% (1)	0.00% (0)	91
		männlich	24.27% (25)	18.45% (19)	33.01% (34)	23.3% (24)	0.97% (1)	103
5	Mitarbeiter	weiblich	39.56% (36)	13.19% (12)	26.37% (24)	18.68% (17)	2.2% (2)	91
		männlich	21.36% (22)	11.65% (12)	30.1% (31)	34.95% (36)	1.94% (2)	103
6	SocialMedia	weiblich	37.78% (34)	8.89% (8)	22.22% (20)	30% (27)	1.11% (1)	90
		männlich	57.84% (59)	27.45% (28)	11.76% (12)	2.94% (3)	0.00% (0)	102
		weiblich	62.64% (57)	21.98% (20)	14.29% (13)	1.1% (1)	0.00% (0)	91

Vertrauenswürdigkeit der Quellen

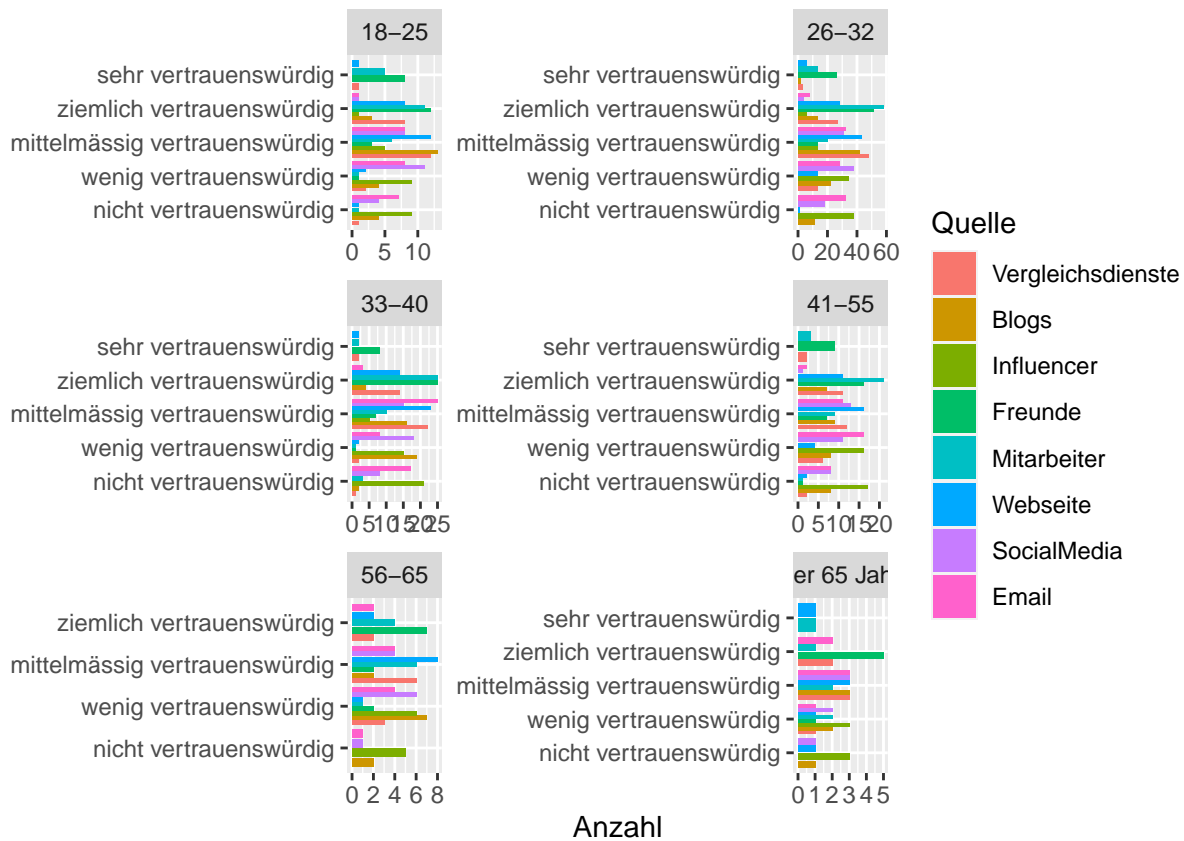
14 - Wie vertrauenswürdig stufen Sie nachfolgende Quellen ein, wenn Sie neue Produkte oder Dienstleistungen suchen?



Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	Vergleichsdienste	1	5	3	3.22	0.79	3
2	Blogs	1	5	3	2.57	0.92	3
3	Influencer	1	4	1	1.73	0.79	2
4	Freunde	1	5	4	4.03	0.74	4
5	Mitarbeiter	1	5	4	3.74	0.79	4
6	Webseite	1	5	3	3.24	0.81	3
7	SocialMedia	1	4	2	2.22	0.79	2

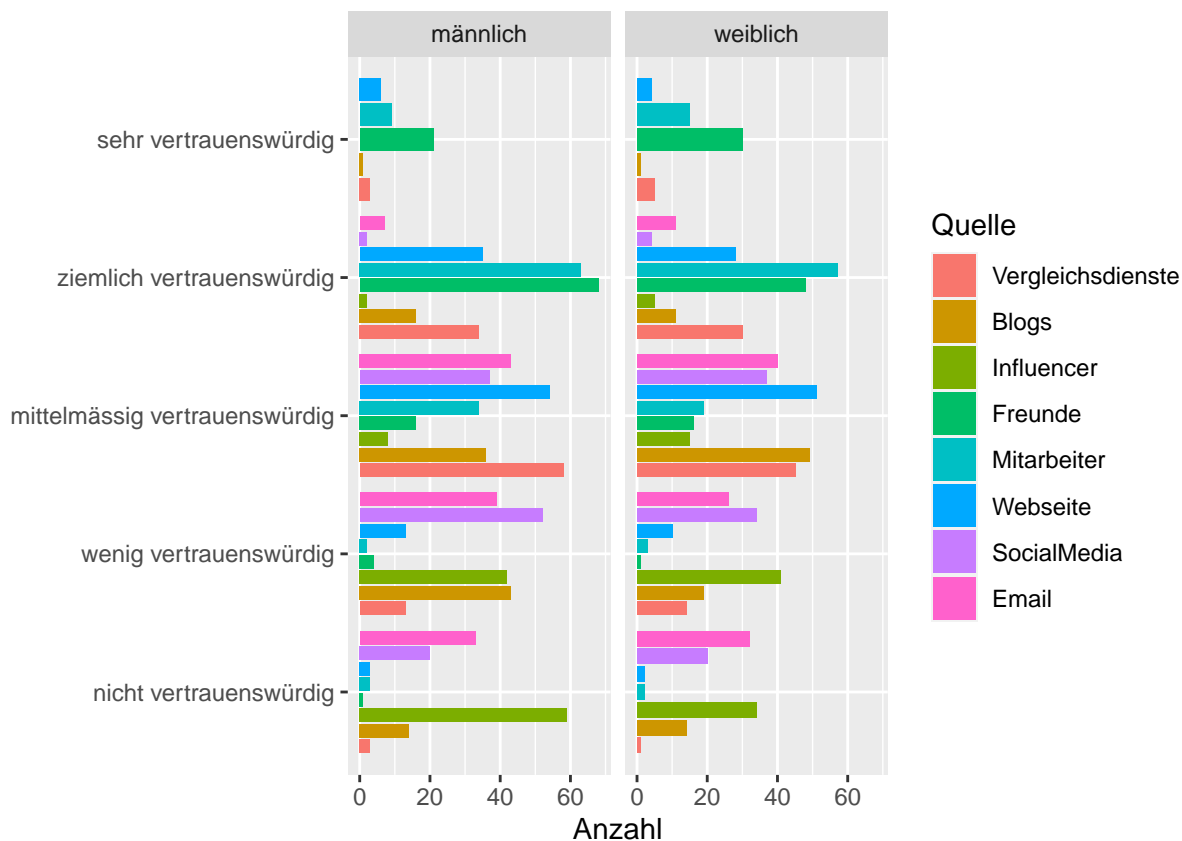
Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
8	Email	1	4	3	2.38	0.90	2

Nr	Feld	nicht vertr.	wenig vertr.	mittelmässig vertr.	ziemlich vertr.	sehr vertr.	Summe
1	Vergleichsdienste	1.72% (4)	11.64% (27)	44.4% (103)	27.59% (64)	3.45% (8)	206
2	Blogs	12.07% (28)	26.72% (62)	36.64% (85)	11.64% (27)	0.86% (2)	204
3	Influencer	40.09% (93)	35.78% (83)	9.91% (23)	3.02% (7)	0.00% (0)	206
4	Freunde	0.43% (1)	2.16% (5)	13.79% (32)	50% (116)	21.98% (51)	205
5	Mitarbeiter	2.16% (5)	2.16% (5)	22.84% (53)	51.72% (120)	10.34% (24)	207
6	Webseite	2.16% (5)	9.91% (23)	45.26% (105)	27.16% (63)	4.31% (10)	206
7	SocialMedia	17.24% (40)	37.07% (86)	31.9% (74)	2.59% (6)	0.00% (0)	206
8	Email	17.24% (40)	28.02% (65)	35.78% (83)	7.76% (18)	0.00% (0)	206



Nr	Feld	Ausprägung	nicht vertr.	wenig vertr.	mittelmässig vertr.	ziemlich vertr.	sehr vertr.	Summe
1	Vergleichsdienste	18-25	4.17% (1)	8.33% (2)	50% (12)	33.33% (8)	4.17% (1)	20
		26-32	0% (0)	14.29% (13)	52.75% (48)	29.67% (27)	3.3% (3)	91
		33-40	2.44% (1)	4.88% (2)	53.66% (22)	34.15% (14)	4.88% (2)	41
		41-55	6.06% (2)	18.18% (6)	36.36% (12)	33.33% (11)	6.06% (2)	39
		56-65	0% (0)	27.27% (3)	54.55% (6)	18.18% (2)	0% (0)	11
		über 65	0% (0)	16.67% (1)	50% (3)	33.33% (2)	0% (0)	6
2	Blogs	18-25	16.67% (4)	16.67% (4)	54.17% (13)	12.5% (3)	0% (0)	24
		26-32	12.22% (11)	24.44% (22)	46.67% (42)	14.44% (13)	2.22% (2)	92

Nr	Feld	Auspraegung	nicht vertr.	wenig vertr.	mittelmässig vertr.	ziemlich vertr.	sehr vertr.	S
3	Influencer	33-40	4.88% (2)	46.34% (19)	39.02% (16)	9.76% (4)	0% (0)	4
		41-55	25% (8)	25% (8)	28.12% (9)	21.88% (7)	0% (0)	3
		56-65	18.18% (2)	63.64% (7)	18.18% (2)	0% (0)	0% (0)	1
		über 65	16.67% (1)	33.33% (2)	50% (3)	0% (0)	0% (0)	6
		18-25	37.5% (9)	37.5% (9)	20.83% (5)	4.17% (1)	0.00% (0)	2
		26-32	41.76% (38)	37.36% (34)	14.29% (13)	6.59% (6)	0.00% (0)	9
		33-40	51.22% (21)	36.59% (15)	12.2% (5)	0% (0)	0.00% (0)	4
		41-55	51.52% (17)	48.48% (16)	0% (0)	0% (0)	0.00% (0)	3
4	Freunde	56-65	45.45% (5)	54.55% (6)	0% (0)	0% (0)	0.00% (0)	1
		über 65	50% (3)	50% (3)	0% (0)	0% (0)	0.00% (0)	6
		18-25	0% (0)	4.17% (1)	12.5% (3)	50% (12)	33.33% (8)	2
		26-32	0% (0)	0% (0)	14.44% (13)	56.67% (51)	28.89% (26)	9
		33-40	0% (0)	2.44% (1)	17.07% (7)	60.98% (25)	19.51% (8)	4
		41-55	3.03% (1)	0% (0)	21.21% (7)	48.48% (16)	27.27% (9)	3
		56-65	0% (0)	18.18% (2)	18.18% (2)	63.64% (7)	0% (0)	1
		über 65	0% (0)	16.67% (1)	0% (0)	83.33% (5)	0% (0)	6
5	Mitarbeiter	18-25	4.17% (1)	4.17% (1)	25% (6)	45.83% (11)	20.83% (5)	2
		26-32	0% (0)	0% (0)	21.98% (20)	63.74% (58)	14.29% (13)	9
		33-40	7.32% (3)	2.44% (1)	24.39% (10)	60.98% (25)	4.88% (2)	4
		41-55	2.94% (1)	0% (0)	26.47% (9)	61.76% (21)	8.82% (3)	3
		56-65	0% (0)	9.09% (1)	54.55% (6)	36.36% (4)	0% (0)	1
		über 65	0% (0)	33.33% (2)	33.33% (2)	16.67% (1)	16.67% (1)	6
		18-25	4.17% (1)	8.33% (2)	50% (12)	33.33% (8)	4.17% (1)	2
		26-32	1.1% (1)	14.29% (13)	47.25% (43)	30.77% (28)	6.59% (6)	9
6	Webseite	33-40	0% (0)	4.88% (2)	56.1% (23)	34.15% (14)	4.88% (2)	4
		41-55	6.06% (2)	12.12% (4)	48.48% (16)	33.33% (11)	0% (0)	3
		56-65	0% (0)	9.09% (1)	72.73% (8)	18.18% (2)	0% (0)	1
		über 65	16.67% (1)	16.67% (1)	50% (3)	0% (0)	16.67% (1)	6
		18-25	16.67% (4)	45.83% (11)	33.33% (8)	4.17% (1)	0.00% (0)	2
		26-32	19.78% (18)	41.76% (38)	34.07% (31)	4.4% (4)	0.00% (0)	9
		33-40	19.51% (8)	43.9% (18)	36.59% (15)	0% (0)	0.00% (0)	4
		41-55	24.24% (8)	33.33% (11)	39.39% (13)	3.03% (1)	0.00% (0)	3
7	SocialMedia	56-65	9.09% (1)	54.55% (6)	36.36% (4)	0% (0)	0.00% (0)	1
		über 65	16.67% (1)	33.33% (2)	50% (3)	0% (0)	0.00% (0)	6
		18-25	29.17% (7)	33.33% (8)	33.33% (8)	4.17% (1)	0.00% (0)	2
		26-32	25.27% (23)	30.77% (28)	35.16% (32)	8.79% (8)	0.00% (0)	9
		33-40	12.2% (5)	19.51% (8)	60.98% (25)	7.32% (3)	0.00% (0)	4
		41-55	12.12% (4)	48.48% (16)	33.33% (11)	6.06% (2)	0.00% (0)	3
		56-65	9.09% (1)	36.36% (4)	36.36% (4)	18.18% (2)	0.00% (0)	1
		über 65	0% (0)	16.67% (1)	50% (3)	33.33% (2)	0.00% (0)	6
8	Email							



Nr	Feld	Auspraegung	nicht vertr.	wenig vertr.	mittelmässig vertr.	ziemlich vertr.	sehr vertr.	S
1	Vergleichsdienste	männlich	2.7% (3)	11.71% (13)	52.25% (58)	30.63% (34)	2.7% (3)	1
		weiblich	1.05% (1)	14.74% (14)	47.37% (45)	31.58% (30)	5.26% (5)	9
2	Blogs	männlich	12.73% (14)	39.09% (43)	32.73% (36)	14.55% (16)	0.91% (1)	1
		weiblich	14.89% (14)	20.21% (19)	52.13% (49)	11.7% (11)	1.06% (1)	9
3	Influencer	männlich	53.15% (59)	37.84% (42)	7.21% (8)	1.8% (2)	0.00% (0)	1
		weiblich	35.79% (34)	43.16% (41)	15.79% (15)	5.26% (5)	0.00% (0)	9
4	Freunde	männlich	0.91% (1)	3.64% (4)	14.55% (16)	61.82% (68)	19.09% (21)	1
		weiblich	0% (0)	1.05% (1)	16.84% (16)	50.53% (48)	31.58% (30)	9
5	Mitarbeiter	männlich	2.7% (3)	1.8% (2)	30.63% (34)	56.76% (63)	8.11% (9)	1
		weiblich	2.08% (2)	3.12% (3)	19.79% (19)	59.38% (57)	15.62% (15)	9
6	Webseite	männlich	2.7% (3)	11.71% (13)	48.65% (54)	31.53% (35)	5.41% (6)	1
		weiblich	2.11% (2)	10.53% (10)	53.68% (51)	29.47% (28)	4.21% (4)	9
7	SocialMedia	männlich	18.02% (20)	46.85% (52)	33.33% (37)	1.8% (2)	0.00% (0)	1
		weiblich	21.05% (20)	35.79% (34)	38.95% (37)	4.21% (4)	0.00% (0)	9
8	Email	männlich	19.82% (22)	35.14% (39)	38.74% (43)	6.31% (7)	0.00% (0)	1
		weiblich	18.95% (18)	27.37% (26)	42.11% (40)	11.58% (11)	0.00% (0)	9

Gründe für Email-Newsletter Anmeldung

15 - Aus welchen Gründen melden Sie sich für einen Email-Newsletter an?

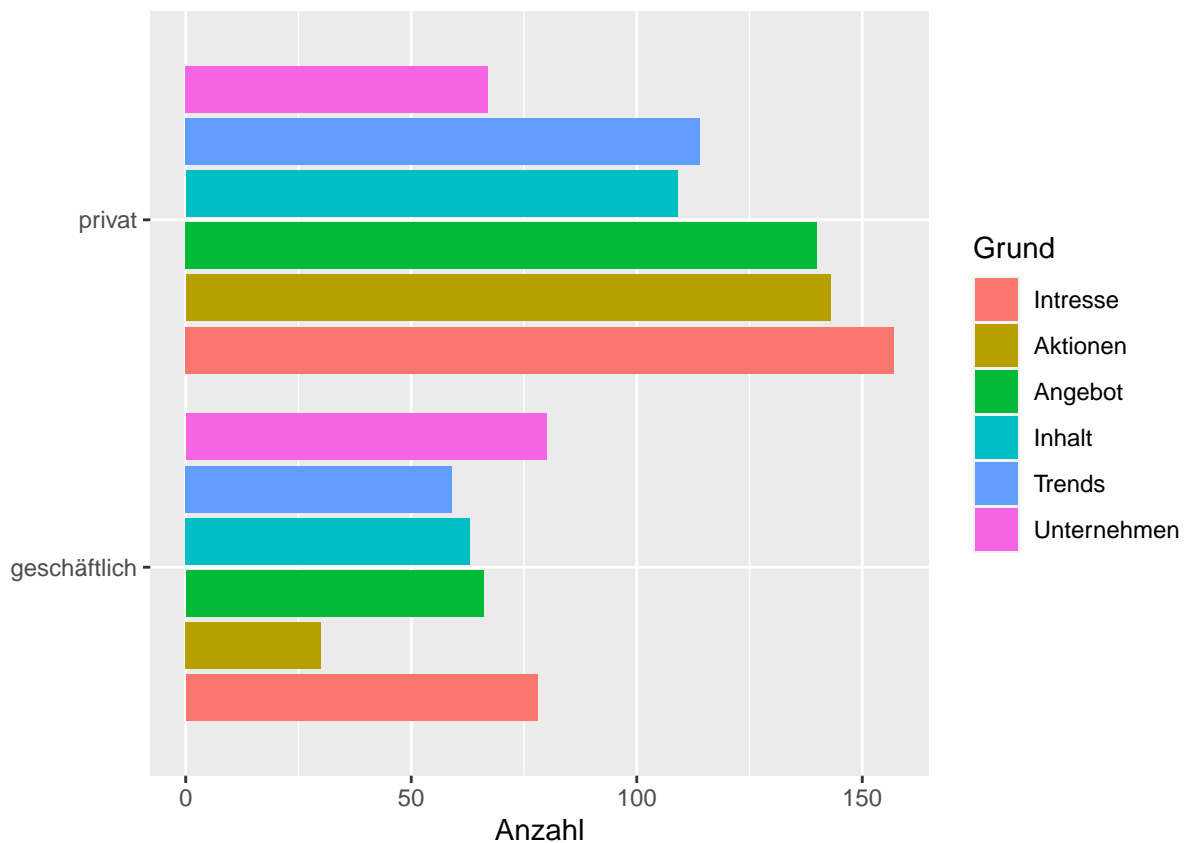
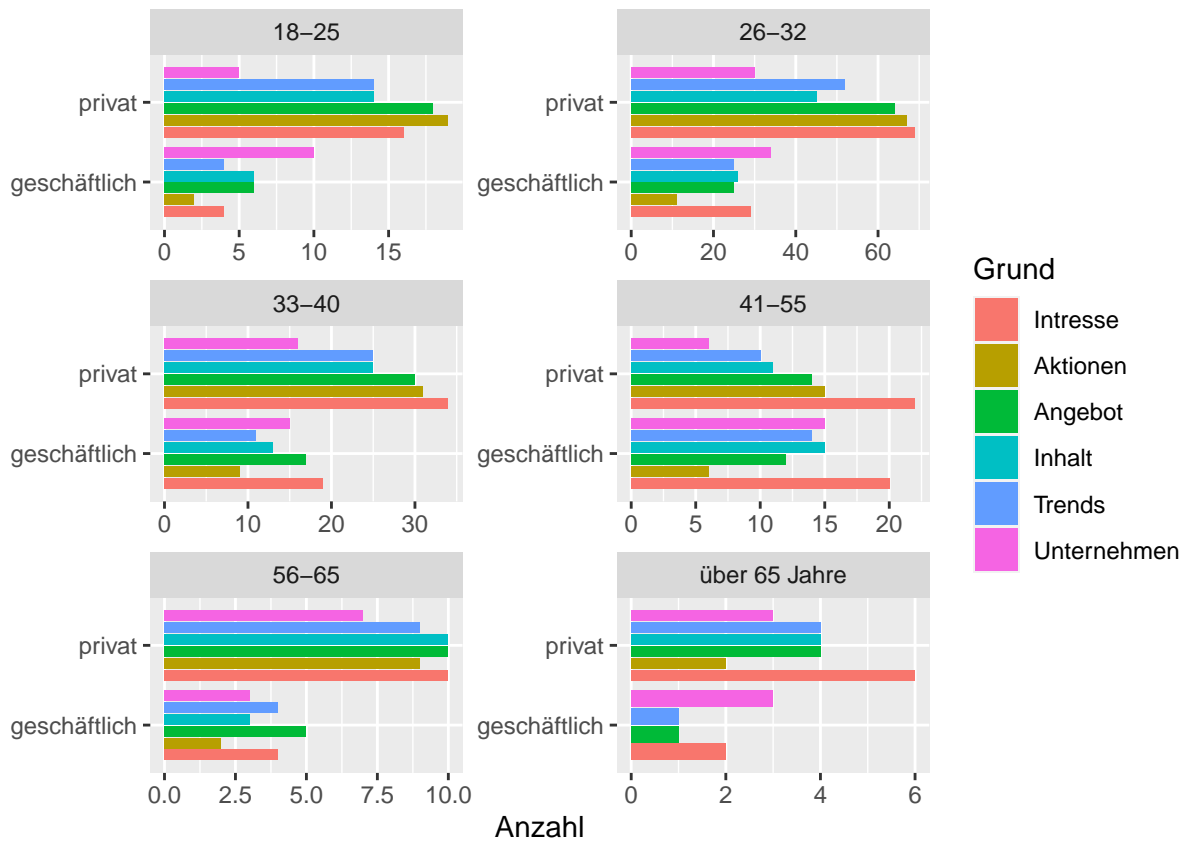


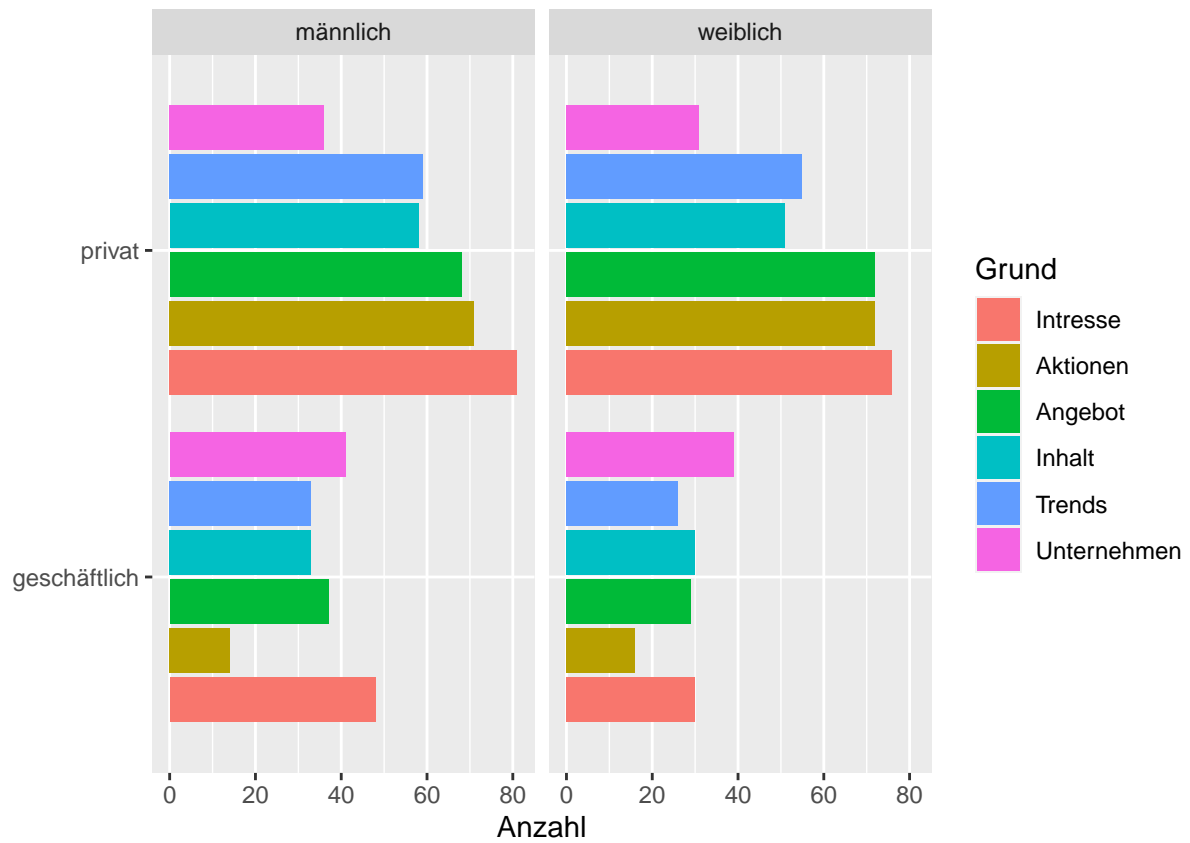
Table 67: privat

Nr	Feld	Email-Newsletter	Summe
1	Intresse	67.67% (157)	157
2	Aktionen	61.64% (143)	143
3	Angebot	60.34% (140)	140
4	Inhalt	46.98% (109)	109
5	Trends	49.14% (114)	114
6	Unternehmen	28.88% (67)	67

Table 68: geschäftlich

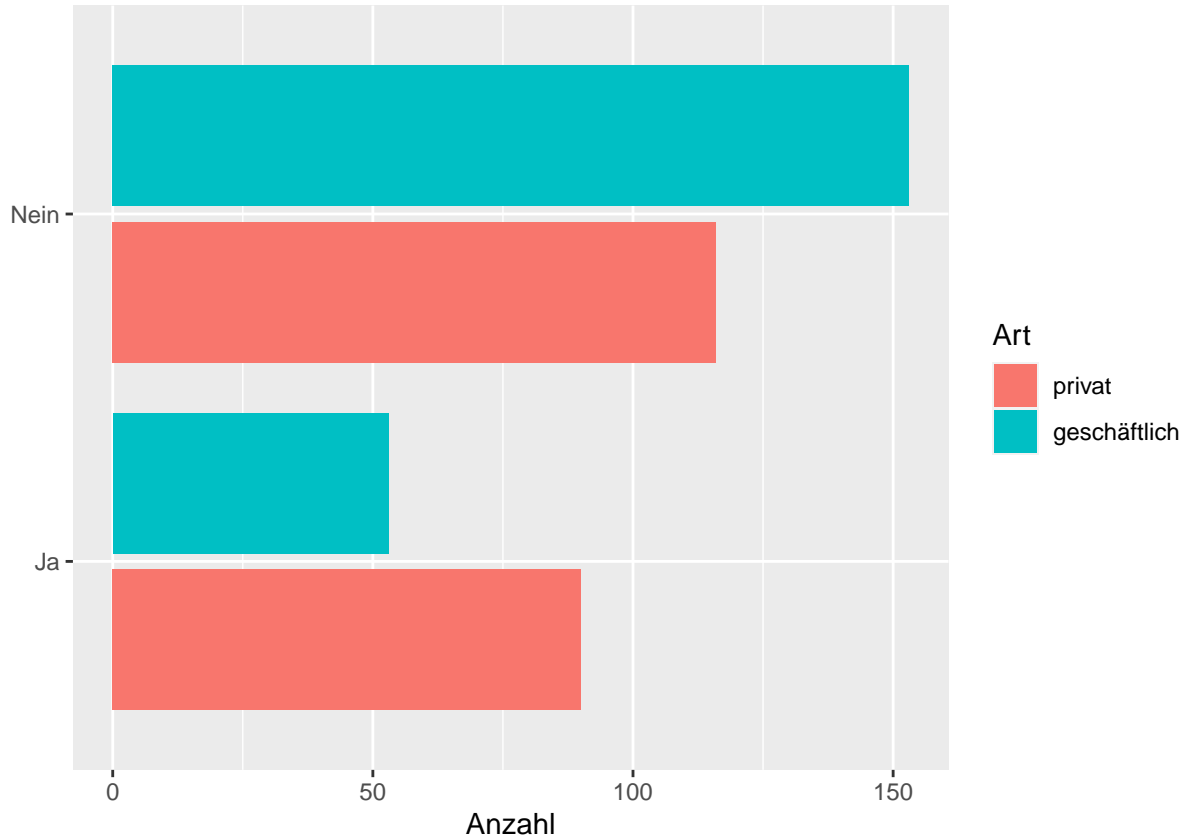
Nr	Feld	Email-Newsletter	Summe
1	Intresse	33.62% (78)	78
2	Aktionen	12.93% (30)	30
3	Angebot	28.45% (66)	66
4	Inhalt	27.16% (63)	63
5	Trends	25.43% (59)	59
6	Unternehmen	34.48% (80)	80





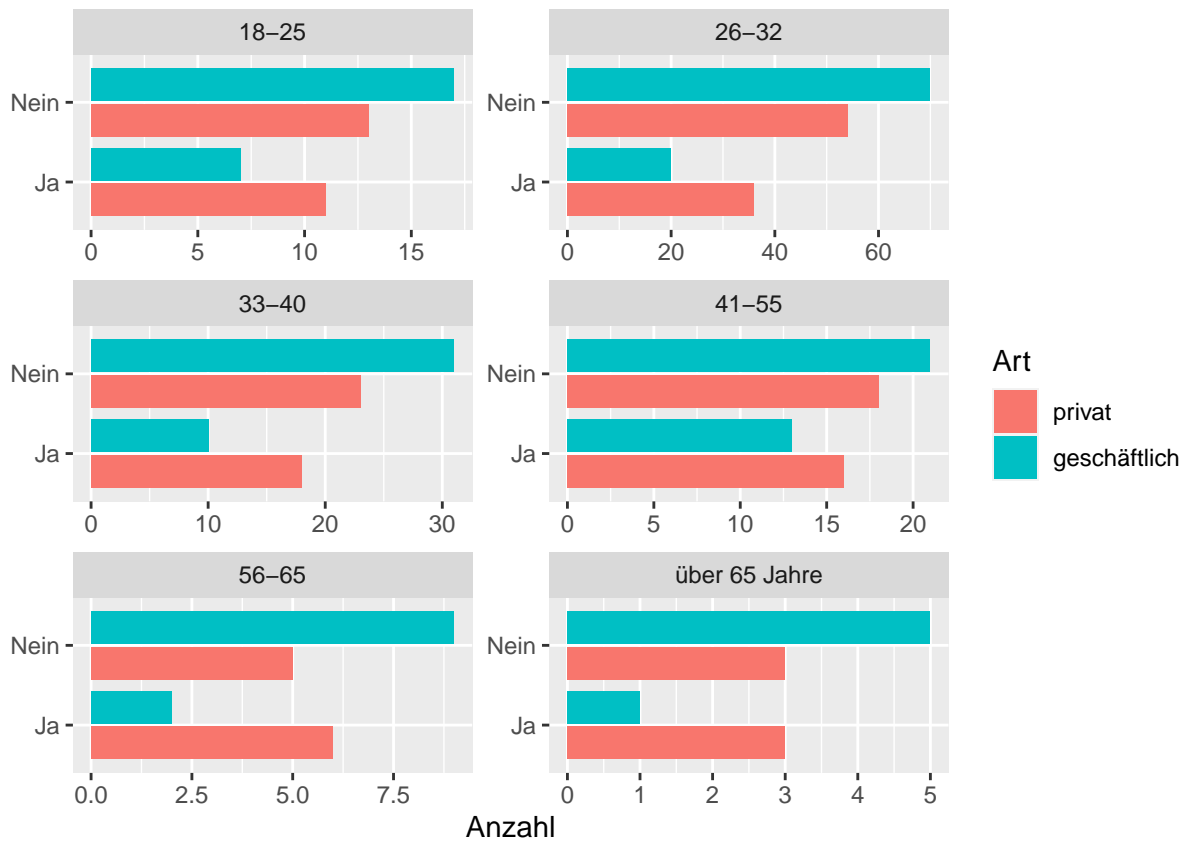
Einkauf aufgrund eines nicht abonnierten Email-Newsletter

16 - Haben Sie schon jemals ein Produkt oder eine Dienstleistung eingekauft, welche von einem nicht abonnierten Email-Newsletter kam?

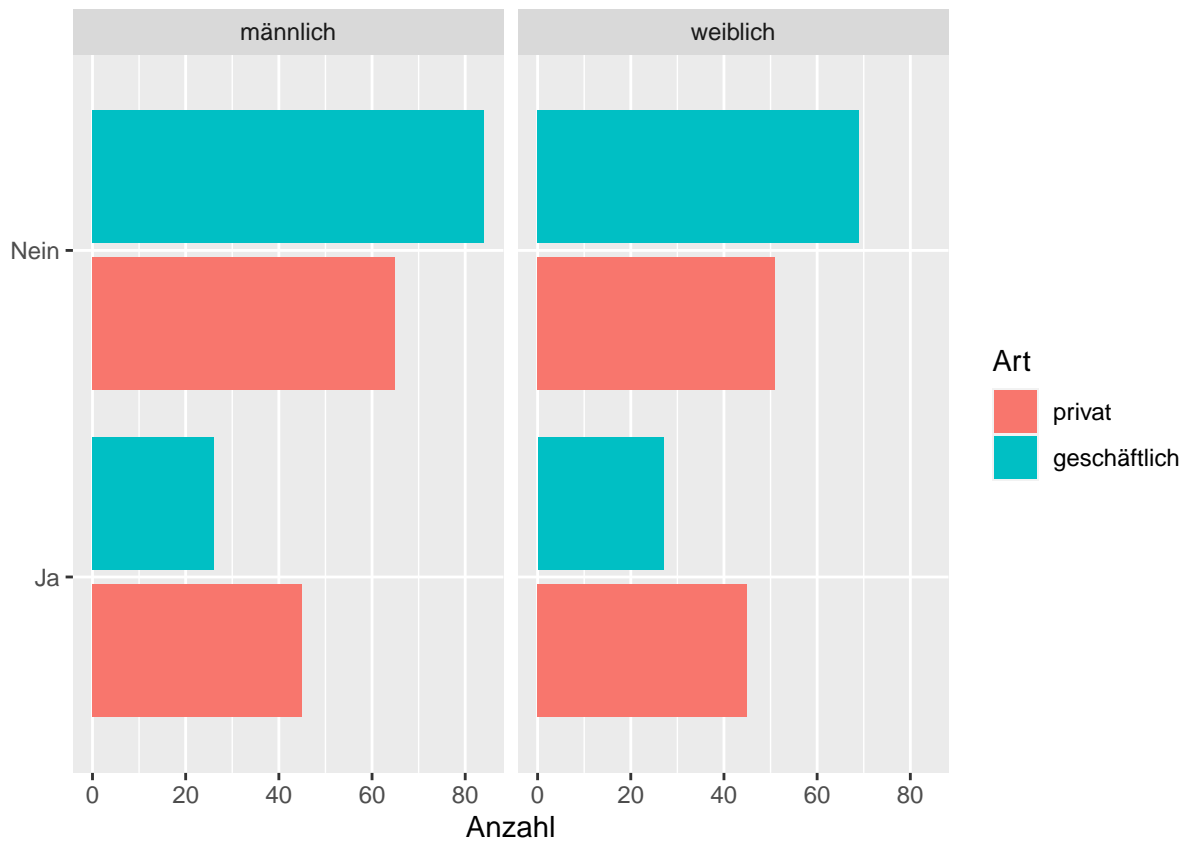


Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	privat	1	2	2	1.56	0.50	2
2	geschäftlich	1	2	2	1.74	0.44	2

Nr	Feld	Ja	Nein	Summe
1	privat	38.79% (90)	50% (116)	206
2	geschäftlich	22.84% (53)	65.95% (153)	206



Nr	Feld	Auspraegung	Ja	Nein	Summe
1	privat	18-25	45.83% (11)	54.17% (13)	24
		26-32	40% (36)	60% (54)	90
		33-40	43.9% (18)	56.1% (23)	41
		41-55	47.06% (16)	52.94% (18)	34
		56-65	54.55% (6)	45.45% (5)	11
		über 65	50% (3)	50% (3)	6
2	geschäftlich	18-25	29.17% (7)	70.83% (17)	24
		26-32	22.22% (20)	77.78% (70)	90
		33-40	24.39% (10)	75.61% (31)	41
		41-55	38.24% (13)	61.76% (21)	34
		56-65	18.18% (2)	81.82% (9)	11
		über 65	16.67% (1)	83.33% (5)	6



Nr	Feld	Auspraegung	Ja	Nein	Summe
1	privat	männlich	40.91% (45)	59.09% (65)	110
		weiblich	46.88% (45)	53.12% (51)	96
2	geschäftlich	männlich	23.64% (26)	76.36% (84)	110
		weiblich	28.12% (27)	71.88% (69)	96

Bevorzugte Kommunikationsart

17 - Welche Kommunikationsarten bevorzugen Sie zwischen Ihnen und einem Unternehmen? (maximal 4)

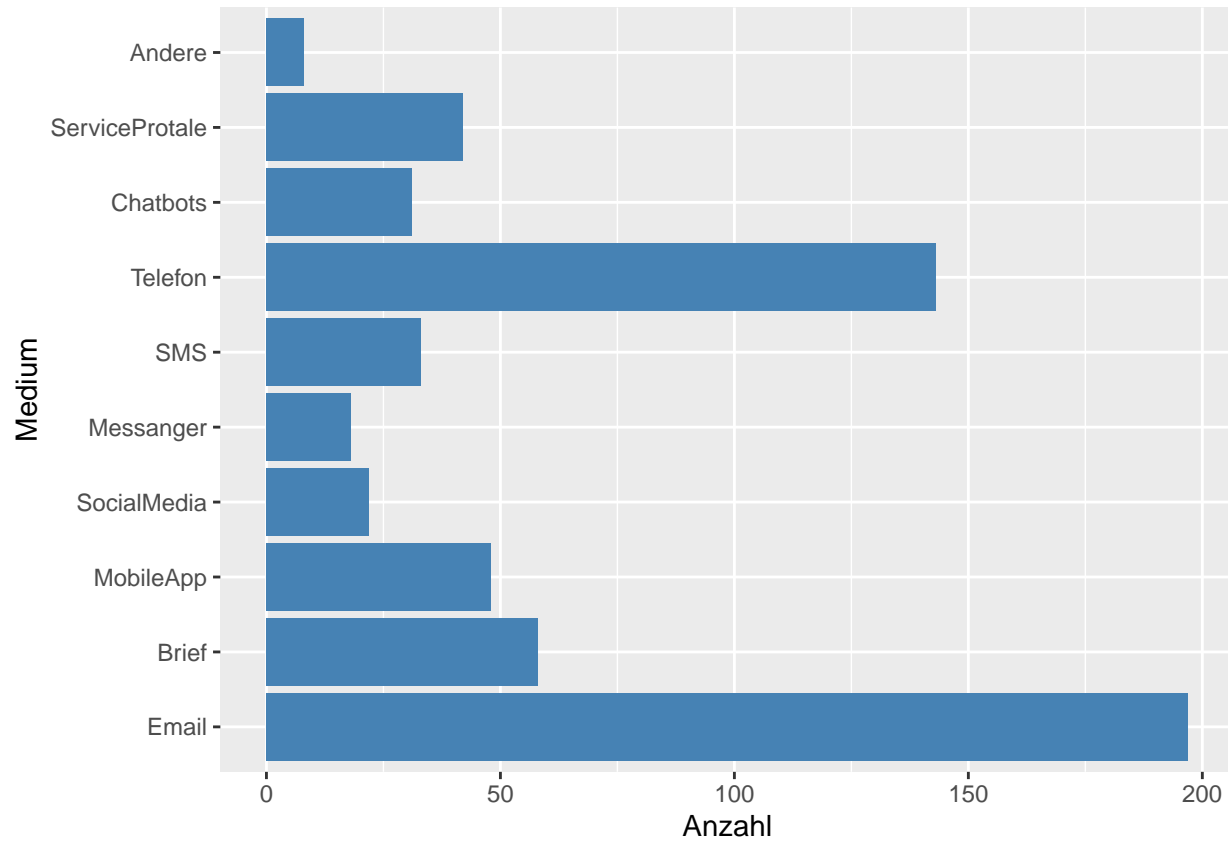
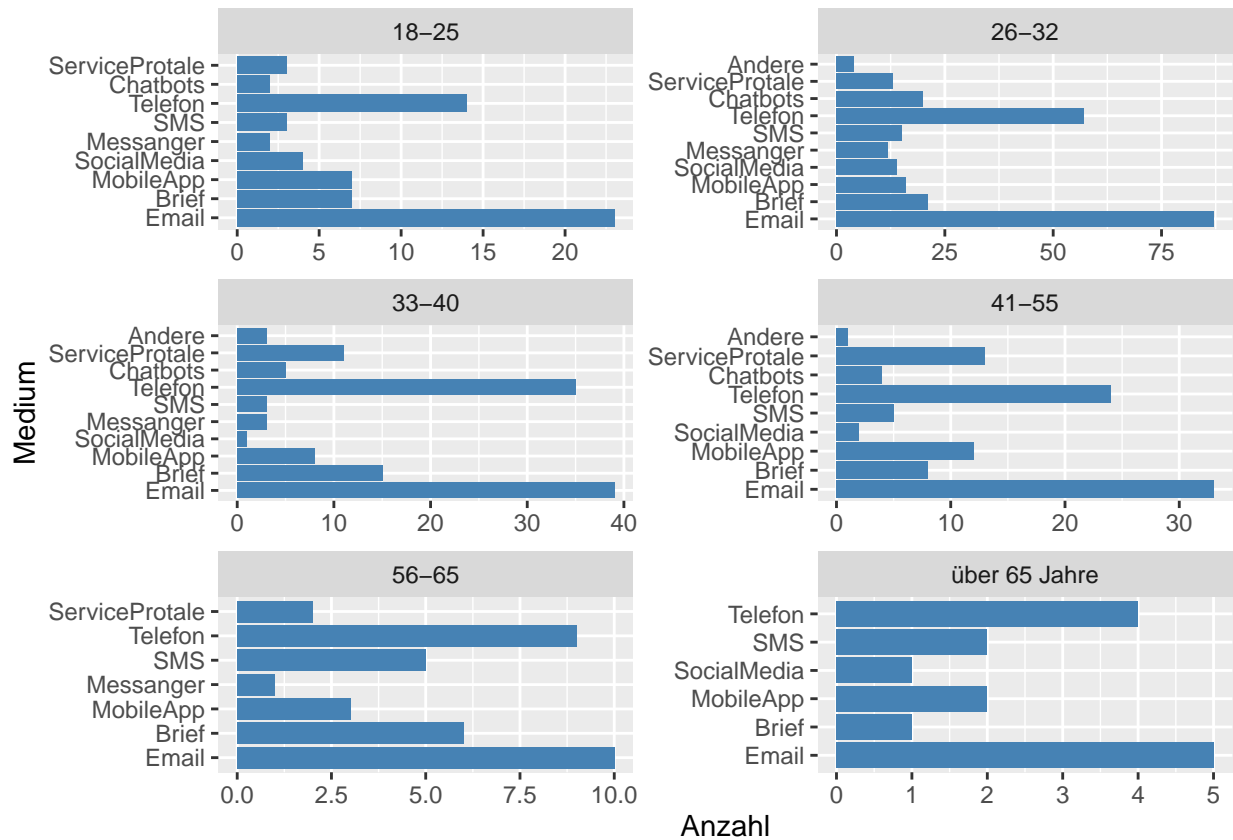


Table 73: privat

AndereText
 Face to face
 Website
 Jira/Slack
 WhatsApp
 Pers"nlich
 Keine
 pers"nliche Treffen
 Physisch

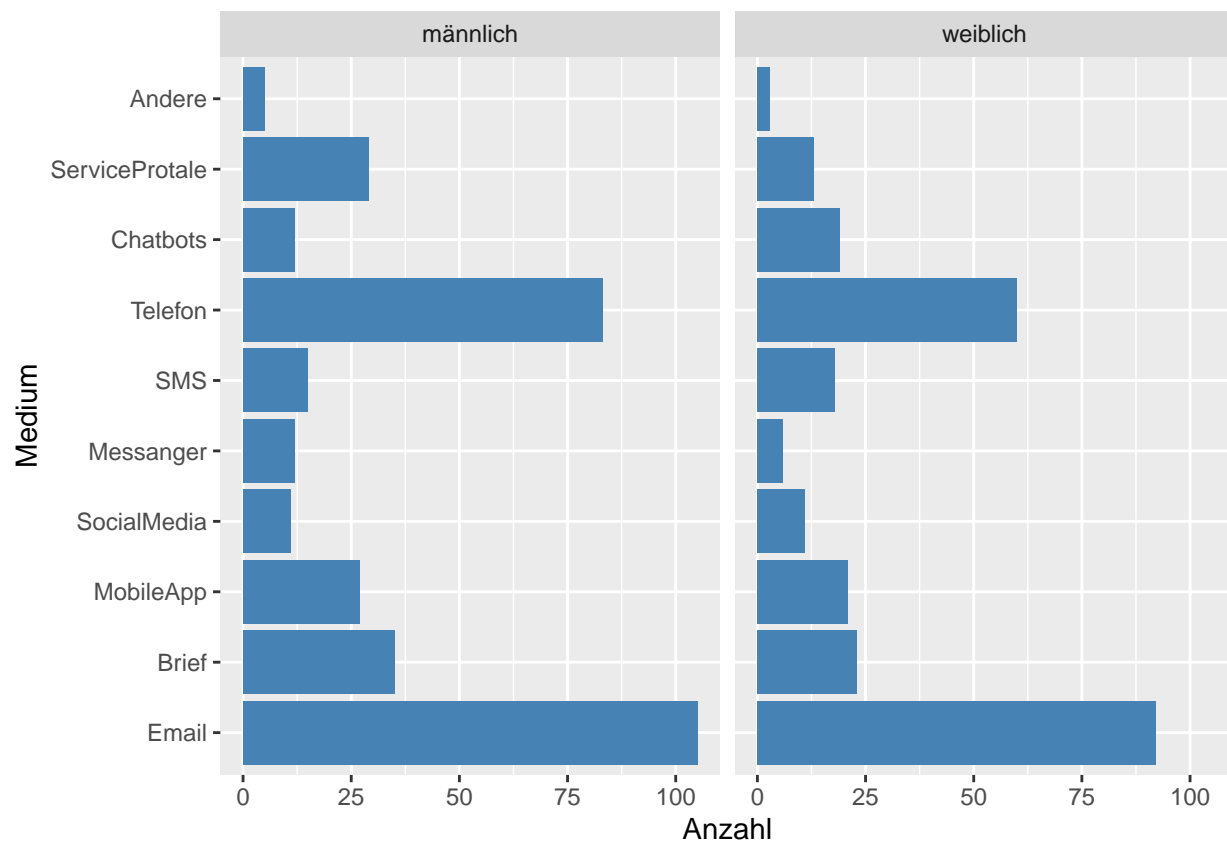
Nr	Feld	Antwortanzahl
1	Email	(197)
2	Brief	(58)
3	MobileApp	(48)
4	SocialMedia	(22)
5	Messenger	(18)

Nr	Feld	Antwortanzahl
1	SMS	(33)
2	Telefon	(143)
3	Chatbots	(31)
4	ServiceProtale	(42)
5	Andere	(8)



Nr	Feld	Auspraegung	Antwortanzahl
1	Email	18-25	(23)
		26-32	(87)
		33-40	(39)
		41-55	(33)
		56-65	(10)
		über 65	(5)
2	Brief	18-25	(7)
		26-32	(21)
		33-40	(15)
		41-55	(8)
		56-65	(6)
		über 65	(1)
3	MobileApp	18-25	(7)
		26-32	(16)
		33-40	(8)
		41-55	(12)

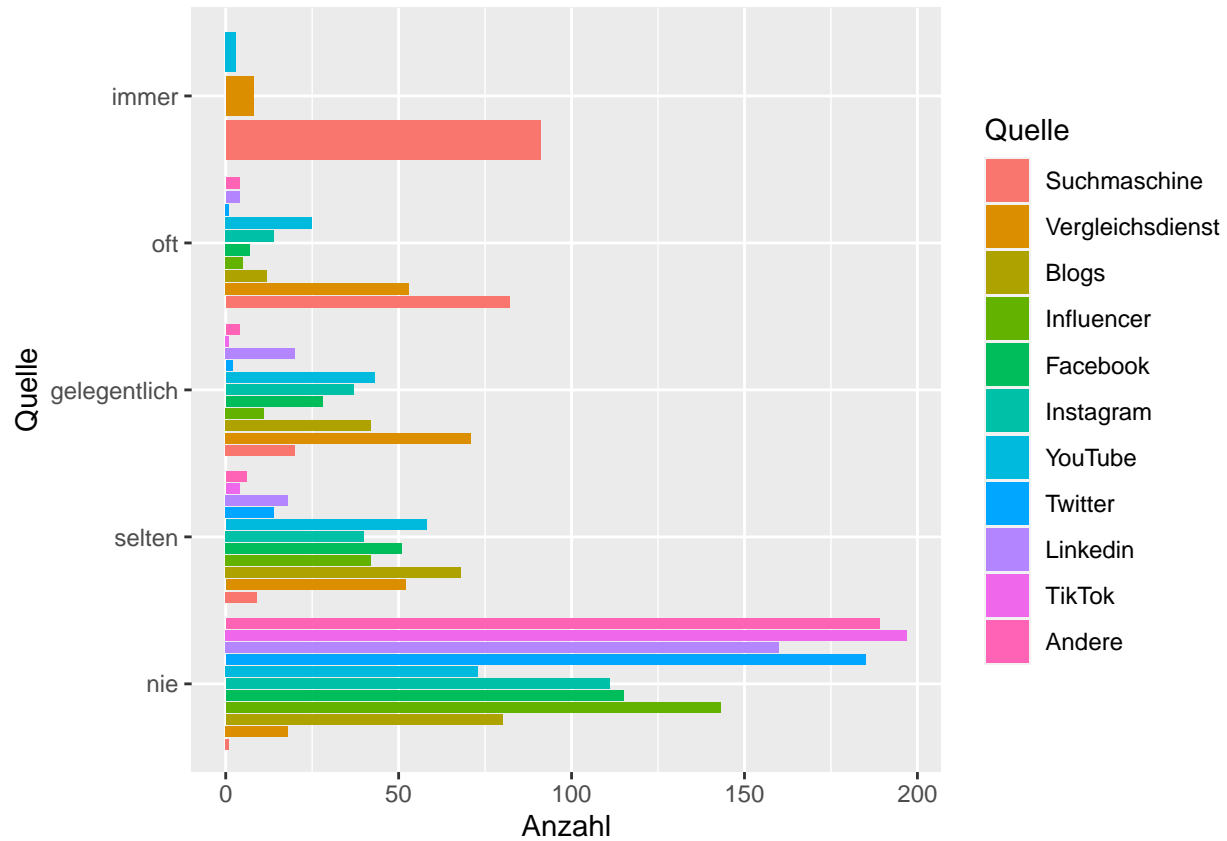
Nr	Feld	Auspraegung	Antwortanzahl
4	SocialMedia	56-65	(3)
		über 65	(2)
		18-25	(4)
		26-32	(14)
		33-40	(1)
		41-55	(2)
5	Messenger	56-65	(0)
		über 65	(1)
		18-25	(2)
		26-32	(12)
		33-40	(3)
		41-55	(0)
6	SMS	56-65	(1)
		über 65	(0)
		18-25	(3)
		26-32	(15)
		33-40	(3)
		41-55	(5)
7	Telefon	56-65	(5)
		über 65	(2)
		18-25	(14)
		26-32	(57)
		33-40	(35)
		41-55	(24)
8	Chatbots	56-65	(9)
		über 65	(4)
		18-25	(2)
		26-32	(20)
		33-40	(5)
		41-55	(4)
9	ServiceProtale	56-65	(0)
		über 65	(0)
		18-25	(3)
		26-32	(13)
		33-40	(11)
		41-55	(13)
10	Andere	56-65	(2)
		über 65	(0)
		18-25	(0)
		26-32	(4)
		33-40	(3)
		41-55	(1)
		56-65	(0)
		über 65	(0)



Nr	Feld	Auspraegung	Antwortanzahl
1	Email	männlich	(105)
		weiblich	(92)
2	Brief	männlich	(35)
		weiblich	(23)
3	MobileApp	männlich	(27)
		weiblich	(21)
4	SocialMedia	männlich	(11)
		weiblich	(11)
5	Messenger	männlich	(12)
		weiblich	(6)
6	SMS	männlich	(15)
		weiblich	(18)
7	Telefon	männlich	(83)
		weiblich	(60)
8	Chatbots	männlich	(12)
		weiblich	(19)
9	ServiceProtale	männlich	(29)
		weiblich	(13)
10	Andere	männlich	(5)
		weiblich	(3)

Verwendete Quellen, um Angebote zu suchen

18 - Wie häufig verwenden Sie die folgenden Quellen, um neue Produkte oder Dienstleistungen zu suchen?



AndereText

Keine

Freunde

Zeitung, Magazine, Prospekte

Pinterest

Pinterest

Netzwerk

Digitec, Reddit, News-Portale

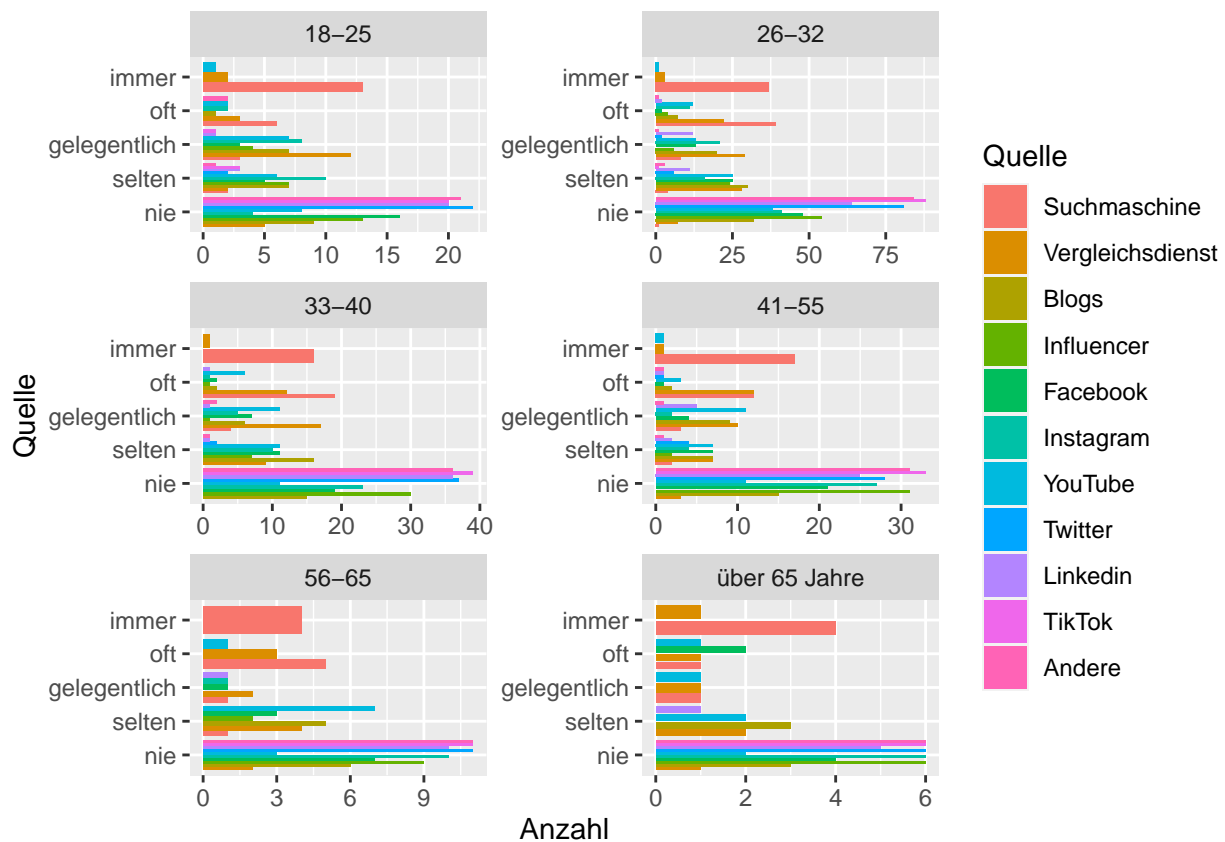
Empfehlungen von Freunden

Xing

Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	Suchmaschine	1	5	5	4.25	0.84	4
2	Vergleichsdienst	1	5	3	2.91	1.02	3
3	Blogs	1	4	1	1.93	0.92	2
4	Influencer	1	4	1	1.39	0.71	1
5	Facebook	1	4	1	1.64	0.85	1
6	Instagram	1	4	1	1.77	0.98	1

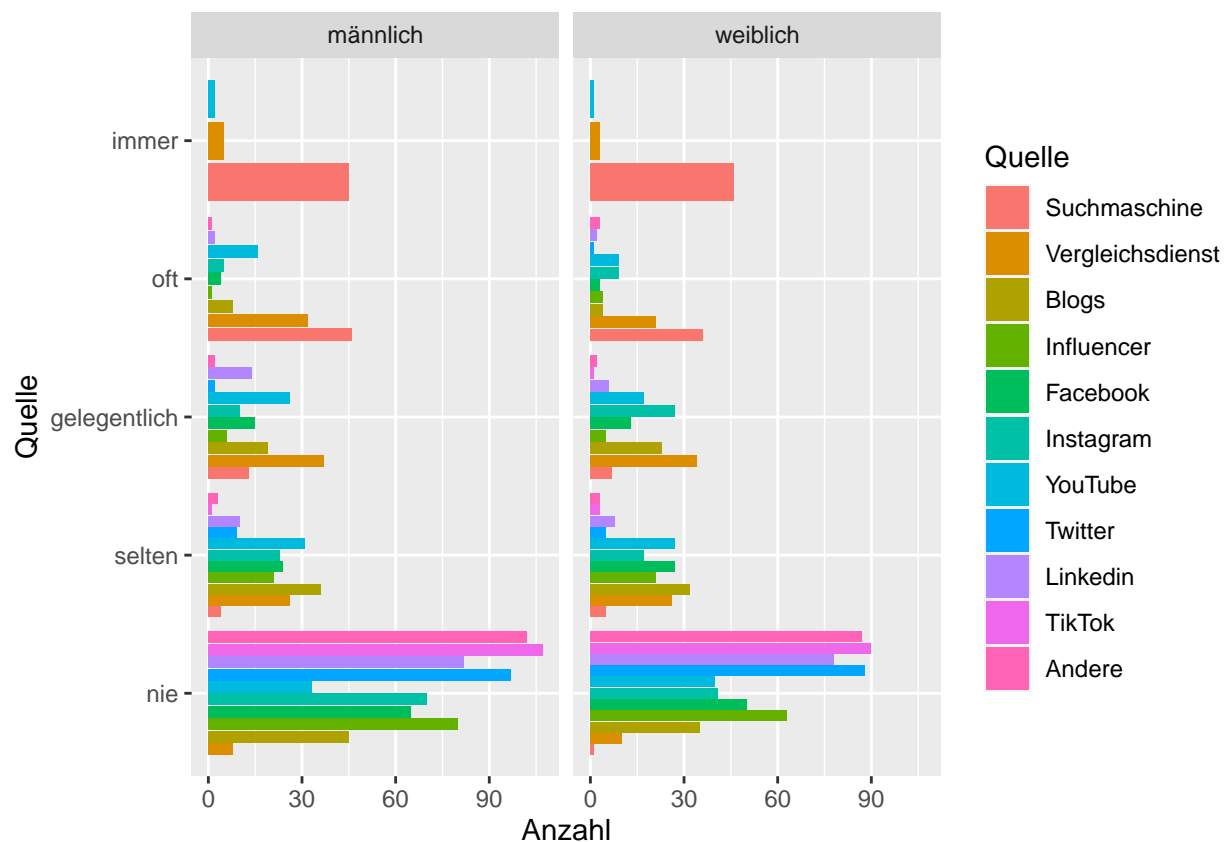
Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
7	YouTube	1	5	1	2.14	1.09	2
8	Twitter	1	4	1	1.10	0.38	1
9	Linkedin	1	4	1	1.35	0.74	1
10	TikTok	1	3	1	1.03	0.20	1
11	Andere	1	4	1	1.13	0.52	1

Nr	Feld	nie	selten	gelegentlich	oft	immer	Summe
1	Suchmaschine	0.43% (1)	3.88% (9)	8.62% (20)	35.34% (82)	39.22% (91)	203
2	Vergleichsdienst	7.76% (18)	22.41% (52)	30.6% (71)	22.84% (53)	3.45% (8)	202
3	Blogs	34.48% (80)	29.31% (68)	18.1% (42)	5.17% (12)	0.00% (0)	202
4	Influencer	61.64% (143)	18.1% (42)	4.74% (11)	2.16% (5)	0.00% (0)	201
5	Facebook	49.57% (115)	21.98% (51)	12.07% (28)	3.02% (7)	0.00% (0)	201
6	Instagram	47.84% (111)	17.24% (40)	15.95% (37)	6.03% (14)	0.00% (0)	202
7	YouTube	31.47% (73)	25% (58)	18.53% (43)	10.78% (25)	1.29% (3)	202
8	Twitter	79.74% (185)	6.03% (14)	0.86% (2)	0.43% (1)	0.00% (0)	202
9	Linkedin	68.97% (160)	7.76% (18)	8.62% (20)	1.72% (4)	0.00% (0)	202
10	TikTok	84.91% (197)	1.72% (4)	0.43% (1)	0.00% (0)	0.00% (0)	202
11	Andere	81.47% (189)	2.59% (6)	1.72% (4)	1.72% (4)	0.00% (0)	203



Nr	Feld	Auspraegung	nie	selten	gelegentlich	oft	immer	Summe
1	Suchmaschine	18-25	0% (0)	8.33% (2)	12.5% (3)	25% (6)	54.17% (13)	24
		26-32	1.12% (1)	4.49% (4)	8.99% (8)	43.82% (39)	41.57% (37)	89
		33-40	0% (0)	0% (0)	10.26% (4)	48.72% (19)	41.03% (16)	39
		41-55	0% (0)	5.88% (2)	8.82% (3)	35.29% (12)	50% (17)	34
		56-65	0% (0)	9.09% (1)	9.09% (1)	45.45% (5)	36.36% (4)	11
		über 65	0% (0)	0% (0)	16.67% (1)	16.67% (1)	66.67% (4)	6
2	Vergleichsdienst	18-25	20.83% (5)	8.33% (2)	50% (12)	12.5% (3)	8.33% (2)	24
		26-32	7.87% (7)	31.46% (28)	32.58% (29)	24.72% (22)	3.37% (3)	89
		33-40	0% (0)	23.08% (9)	43.59% (17)	30.77% (12)	2.56% (1)	39
		41-55	9.09% (3)	21.21% (7)	30.3% (10)	36.36% (12)	3.03% (1)	33
		56-65	18.18% (2)	36.36% (4)	18.18% (2)	27.27% (3)	0% (0)	11
		über 65	16.67% (1)	33.33% (2)	16.67% (1)	16.67% (1)	16.67% (1)	6
3	Blogs	18-25	37.5% (9)	29.17% (7)	29.17% (7)	4.17% (1)	0.00% (0)	24
		26-32	35.96% (32)	33.71% (30)	22.47% (20)	7.87% (7)	0.00% (0)	89
		33-40	38.46% (15)	41.03% (16)	15.38% (6)	5.13% (2)	0.00% (0)	39
		41-55	45.45% (15)	21.21% (7)	27.27% (9)	6.06% (2)	0.00% (0)	33
		56-65	54.55% (6)	45.45% (5)	0% (0)	0% (0)	0.00% (0)	11
		über 65	50% (3)	50% (3)	0% (0)	0% (0)	0.00% (0)	6
4	Influencer	18-25	54.17% (13)	29.17% (7)	16.67% (4)	0% (0)	0.00% (0)	24
		26-32	61.36% (54)	27.27% (24)	6.82% (6)	4.55% (4)	0.00% (0)	88
		33-40	76.92% (30)	17.95% (7)	2.56% (1)	2.56% (1)	0.00% (0)	39
		41-55	93.94% (31)	6.06% (2)	0% (0)	0% (0)	0.00% (0)	33
		56-65	81.82% (9)	18.18% (2)	0% (0)	0% (0)	0.00% (0)	11
		über 65	100% (6)	0% (0)	0% (0)	0% (0)	0.00% (0)	6
5	Facebook	18-25	66.67% (16)	20.83% (5)	12.5% (3)	0% (0)	0.00% (0)	24
		26-32	54.55% (48)	28.41% (25)	14.77% (13)	2.27% (2)	0.00% (0)	88
		33-40	48.72% (19)	28.21% (11)	17.95% (7)	5.13% (2)	0.00% (0)	39
		41-55	63.64% (21)	21.21% (7)	12.12% (4)	3.03% (1)	0.00% (0)	33
		56-65	63.64% (7)	27.27% (3)	9.09% (1)	0% (0)	0.00% (0)	11
		über 65	66.67% (4)	0% (0)	0% (0)	33.33% (2)	0.00% (0)	6
6	Instagram	18-25	16.67% (4)	41.67% (10)	33.33% (8)	8.33% (2)	0.00% (0)	24
		26-32	46.07% (41)	17.98% (16)	23.6% (21)	12.36% (11)	0.00% (0)	89
		33-40	58.97% (23)	25.64% (10)	12.82% (5)	2.56% (1)	0.00% (0)	39
		41-55	81.82% (27)	12.12% (4)	6.06% (2)	0% (0)	0.00% (0)	33
		56-65	90.91% (10)	0% (0)	9.09% (1)	0% (0)	0.00% (0)	11
		über 65	100% (6)	0% (0)	0% (0)	0% (0)	0.00% (0)	6
7	YouTube	18-25	33.33% (8)	25% (6)	29.17% (7)	8.33% (2)	4.17% (1)	24
		26-32	42.7% (38)	28.09% (25)	14.61% (13)	13.48% (12)	1.12% (1)	89
		33-40	28.21% (11)	28.21% (11)	28.21% (11)	15.38% (6)	0% (0)	39
		41-55	33.33% (11)	21.21% (7)	33.33% (11)	9.09% (3)	3.03% (1)	33
		56-65	27.27% (3)	63.64% (7)	0% (0)	9.09% (1)	0% (0)	11
		über 65	33.33% (2)	33.33% (2)	16.67% (1)	16.67% (1)	0% (0)	6
8	Twitter	18-25	91.67% (22)	8.33% (2)	0% (0)	0% (0)	0.00% (0)	24
		26-32	91.01% (81)	6.74% (6)	2.25% (2)	0% (0)	0.00% (0)	89
		33-40	94.87% (37)	5.13% (2)	0% (0)	0% (0)	0.00% (0)	39
		41-55	84.85% (28)	12.12% (4)	0% (0)	3.03% (1)	0.00% (0)	33
		56-65	100% (11)	0% (0)	0% (0)	0% (0)	0.00% (0)	11
		über 65	100% (6)	0% (0)	0% (0)	0% (0)	0.00% (0)	6
9	Linkedin	18-25	83.33% (20)	12.5% (3)	4.17% (1)	0% (0)	0.00% (0)	24
		26-32	71.91% (64)	12.36% (11)	13.48% (12)	2.25% (2)	0.00% (0)	89
		33-40	92.31% (36)	2.56% (1)	2.56% (1)	2.56% (1)	0.00% (0)	39
		41-55	75.76% (25)	6.06% (2)	15.15% (5)	3.03% (1)	0.00% (0)	33

Nr	Feld	Auspraegung	nie	selten	gelegentlich	oft	immer	Summe
10	TikTok	56-65	90.91% (10)	0% (0)	9.09% (1)	0% (0)	0.00% (0)	11
		über 65	83.33% (5)	16.67% (1)	0% (0)	0% (0)	0.00% (0)	6
		18-25	83.33% (20)	12.5% (3)	4.17% (1)	0.00% (0)	0.00% (0)	24
		26-32	98.88% (88)	1.12% (1)	0% (0)	0.00% (0)	0.00% (0)	89
		33-40	100% (39)	0% (0)	0% (0)	0.00% (0)	0.00% (0)	39
		41-55	100% (33)	0% (0)	0% (0)	0.00% (0)	0.00% (0)	33
		56-65	100% (11)	0% (0)	0% (0)	0.00% (0)	0.00% (0)	11
11	Andere	über 65	100% (6)	0% (0)	0% (0)	0.00% (0)	0.00% (0)	6
		18-25	87.5% (21)	4.17% (1)	0% (0)	8.33% (2)	0.00% (0)	24
		26-32	94.38% (84)	3.37% (3)	1.12% (1)	1.12% (1)	0.00% (0)	89
		33-40	92.31% (36)	2.56% (1)	5.13% (2)	0% (0)	0.00% (0)	39
		41-55	91.18% (31)	2.94% (1)	2.94% (1)	2.94% (1)	0.00% (0)	34
		56-65	100% (11)	0% (0)	0% (0)	0% (0)	0.00% (0)	11
		über 65	100% (6)	0% (0)	0% (0)	0% (0)	0.00% (0)	6

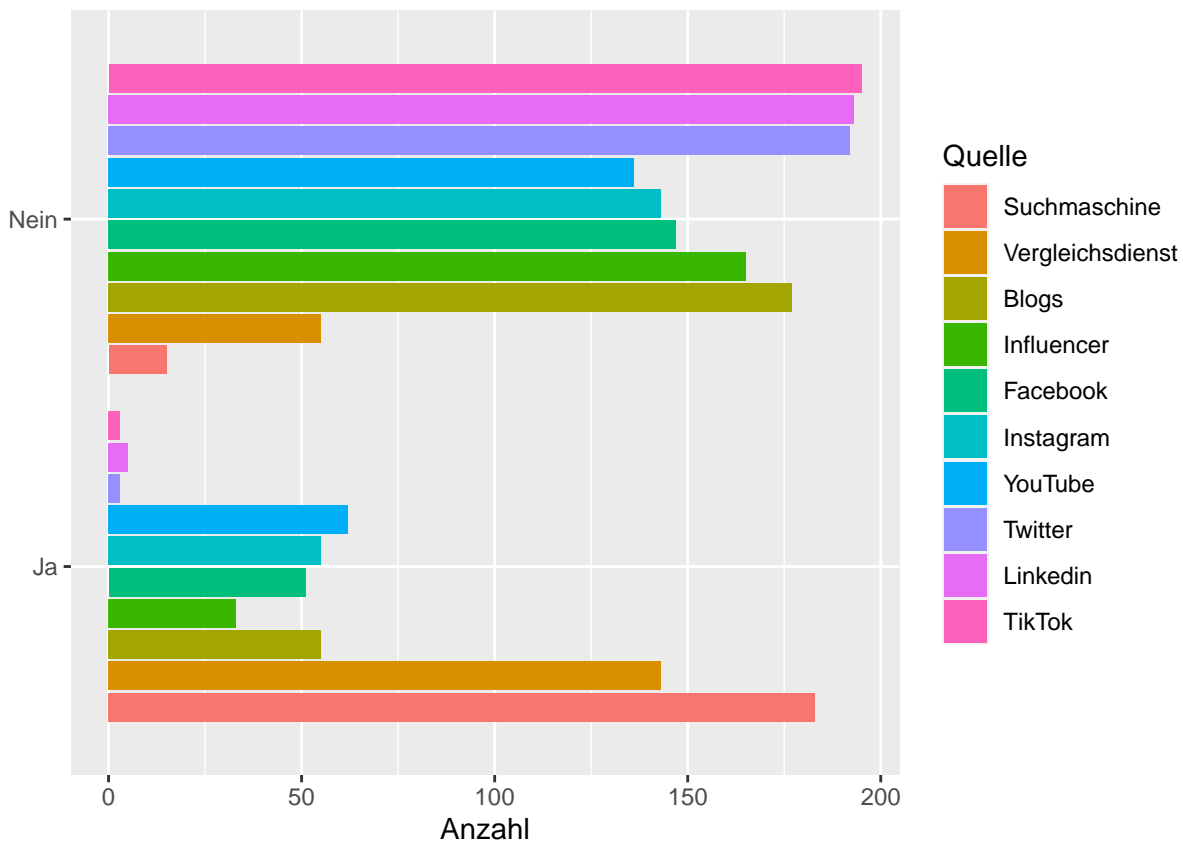


Nr	Feld	Auspraegung	nie	selten	gelegentlich	oft	immer	Summe
1	Suchmaschine	männlich	0% (0)	3.7% (4)	12.04% (13)	42.59% (46)	41.67% (45)	108
		weiblich	1.05% (1)	5.26% (5)	7.37% (7)	37.89% (36)	48.42% (46)	95
2	Vergleichsdienst	männlich	7.41% (8)	24.07% (26)	34.26% (37)	29.63% (32)	4.63% (5)	108
		weiblich	10.64% (10)	27.66% (26)	36.17% (34)	22.34% (21)	3.19% (3)	94
3	Blogs	männlich	41.67% (45)	33.33% (36)	17.59% (19)	7.41% (8)	0.00% (0)	108
		weiblich	37.23% (35)	34.04% (32)	24.47% (23)	4.26% (4)	0.00% (0)	94
4	Influencer	männlich	74.07% (80)	19.44% (21)	5.56% (6)	0.93% (1)	0.00% (0)	108

Nr	Feld	Auspraegung	nie	selten	gelegentlich	oft	immer	Summe
5	Facebook	weiblich	67.74% (63)	22.58% (21)	5.38% (5)	4.3% (4)	0.00% (0)	93
		männlich	60.19% (65)	22.22% (24)	13.89% (15)	3.7% (4)	0.00% (0)	108
6	Instagram	weiblich	53.76% (50)	29.03% (27)	13.98% (13)	3.23% (3)	0.00% (0)	93
		männlich	64.81% (70)	21.3% (23)	9.26% (10)	4.63% (5)	0.00% (0)	108
7	YouTube	weiblich	43.62% (41)	18.09% (17)	28.72% (27)	9.57% (9)	0.00% (0)	94
		männlich	30.56% (33)	28.7% (31)	24.07% (26)	14.81% (16)	1.85% (2)	108
8	Twitter	weiblich	42.55% (40)	28.72% (27)	18.09% (17)	9.57% (9)	1.06% (1)	94
		männlich	89.81% (97)	8.33% (9)	1.85% (2)	0% (0)	0.00% (0)	108
9	Linkedin	weiblich	93.62% (88)	5.32% (5)	0% (0)	1.06% (1)	0.00% (0)	94
		männlich	75.93% (82)	9.26% (10)	12.96% (14)	1.85% (2)	0.00% (0)	108
10	TikTok	weiblich	82.98% (78)	8.51% (8)	6.38% (6)	2.13% (2)	0.00% (0)	94
		männlich	99.07% (107)	0.93% (1)	0% (0)	0.00% (0)	0.00% (0)	108
11	Andere	weiblich	95.74% (90)	3.19% (3)	1.06% (1)	0.00% (0)	0.00% (0)	94
		männlich	94.44% (102)	2.78% (3)	1.85% (2)	0.93% (1)	0.00% (0)	108
		weiblich	91.58% (87)	3.16% (3)	2.11% (2)	3.16% (3)	0.00% (0)	95

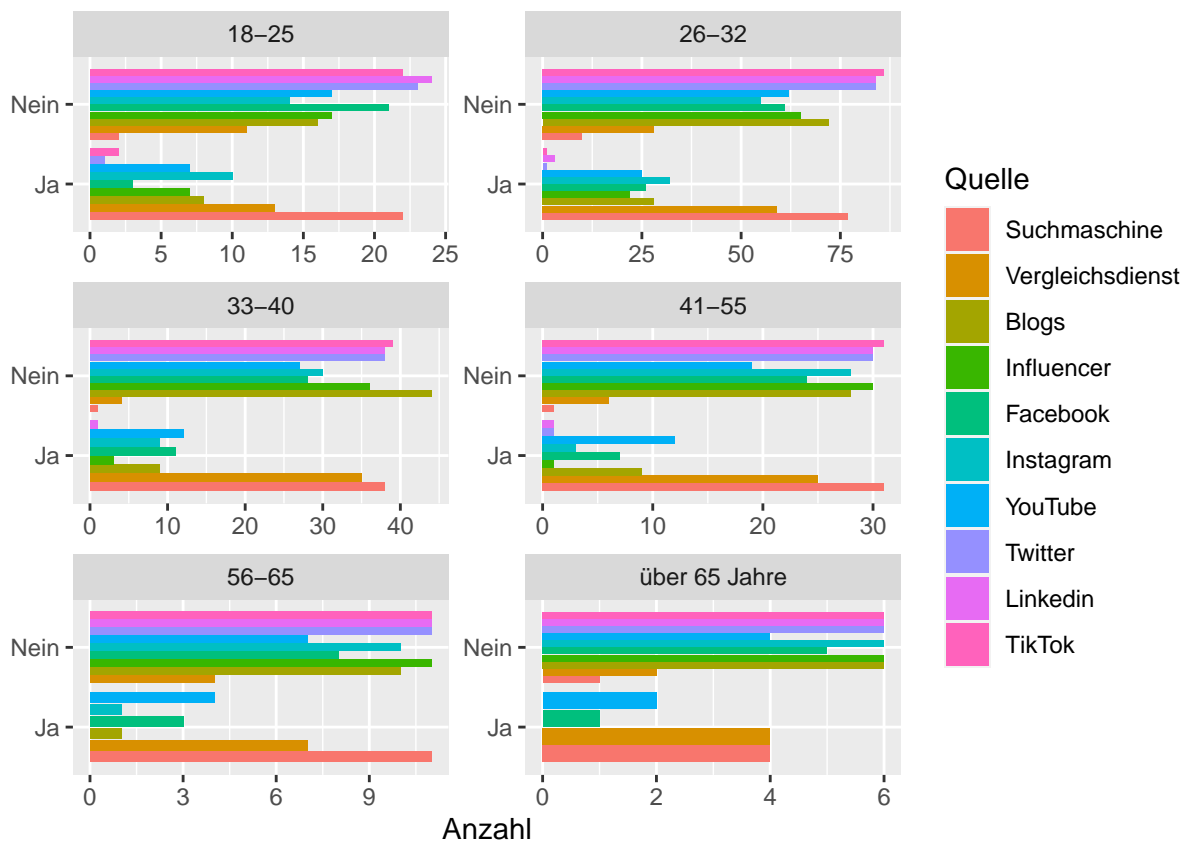
Einkauf aufgrund von Quellen

19 - Haben Sie bereits Produkte oder Dienstleistungen eingekauft aufgrund folgender Quellen?



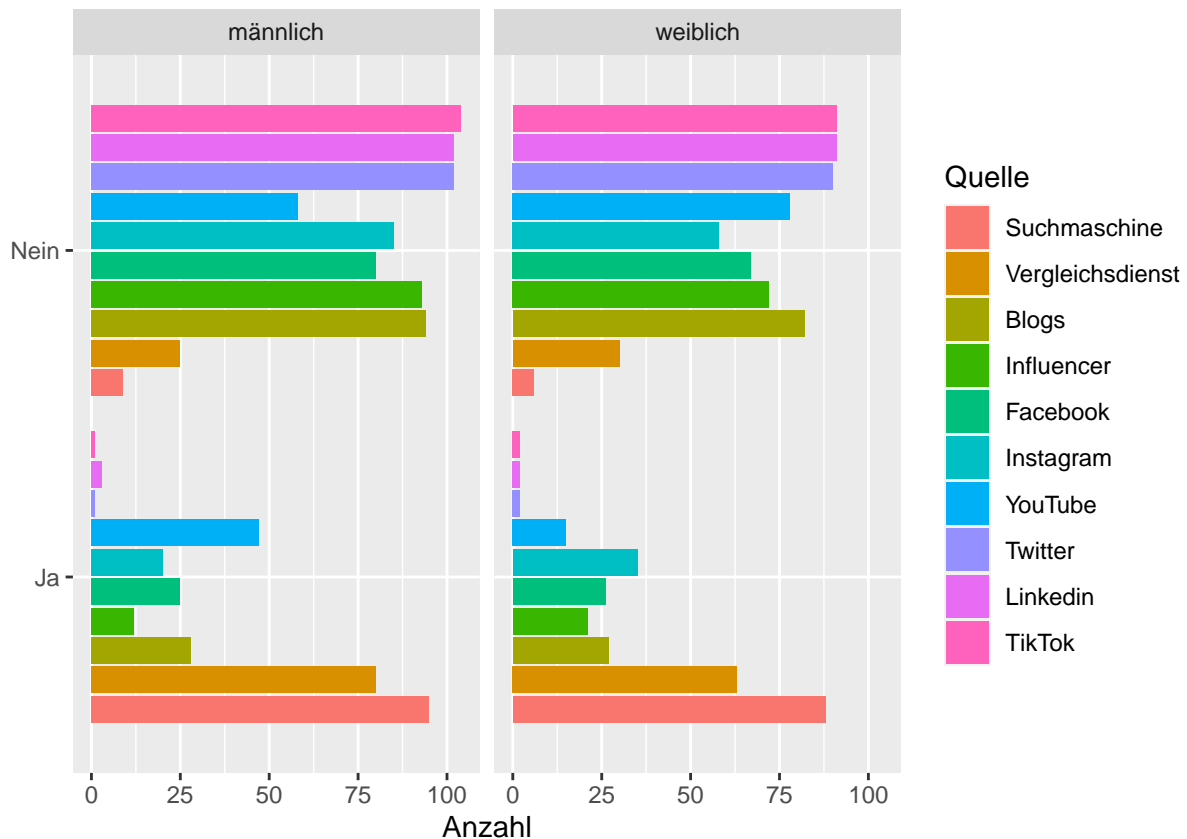
Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	Suchmaschine	1	2	1	1.08	0.27	1
2	Vergleichsdienst	1	2	1	1.28	0.45	1
3	Blogs	1	2	2	1.72	0.45	2
4	Influencer	1	2	2	1.83	0.37	2
5	Facebook	1	2	2	1.74	0.44	2
6	Instagram	1	2	2	1.72	0.45	2
7	YouTube	1	2	2	1.69	0.46	2
8	Twitter	1	2	2	1.98	0.12	2
9	Linkedin	1	2	2	1.97	0.16	2
10	TikTok	1	2	2	1.98	0.12	2

Nr	Feld	Ja	Nein	Summe
1	Suchmaschine	78.88% (183)	6.47% (15)	198
2	Vergleichsdienst	61.64% (143)	23.71% (55)	198
3	Blogs	23.71% (55)	61.64% (143)	198
4	Influencer	14.22% (33)	71.12% (165)	198
5	Facebook	21.98% (51)	63.36% (147)	198
6	Instagram	23.71% (55)	61.64% (143)	198
7	YouTube	26.72% (62)	58.62% (136)	198
8	Twitter	1.29% (3)	82.76% (192)	195
9	Linkedin	2.16% (5)	83.19% (193)	198
10	TikTok	1.29% (3)	84.05% (195)	198



Nr	Feld	Auspraegung	Ja	Nein	Summe
1	Suchmaschine	18-25	91.67% (22)	8.33% (2)	24
		26-32	88.51% (77)	11.49% (10)	87
		33-40	97.44% (38)	2.56% (1)	39
		41-55	96.88% (31)	3.12% (1)	32
		56-65	100% (11)	0% (0)	11
		über 65	80% (4)	20% (1)	5
2	Vergleichsdienst	18-25	54.17% (13)	45.83% (11)	24
		26-32	67.82% (59)	32.18% (28)	87
		33-40	89.74% (35)	10.26% (4)	39
		41-55	80.65% (25)	19.35% (6)	31
		56-65	63.64% (7)	36.36% (4)	11
		über 65	66.67% (4)	33.33% (2)	6
3	Blogs	18-25	33.33% (8)	66.67% (16)	24
		26-32	32.18% (28)	67.82% (59)	87
		33-40	23.08% (9)	76.92% (30)	39
		41-55	29.03% (9)	70.97% (22)	31
		56-65	9.09% (1)	90.91% (10)	11
		über 65	0% (0)	100% (6)	6
4	Influencer	18-25	29.17% (7)	70.83% (17)	24
		26-32	25.29% (22)	74.71% (65)	87
		33-40	7.69% (3)	92.31% (36)	39
		41-55	3.23% (1)	96.77% (30)	31
		56-65	0% (0)	100% (11)	11
		über 65	0% (0)	100% (6)	6
5	Facebook	18-25	12.5% (3)	87.5% (21)	24
		26-32	29.89% (26)	70.11% (61)	87
		33-40	28.21% (11)	71.79% (28)	39
		41-55	22.58% (7)	77.42% (24)	31
		56-65	27.27% (3)	72.73% (8)	11
		über 65	16.67% (1)	83.33% (5)	6
6	Instagram	18-25	41.67% (10)	58.33% (14)	24
		26-32	36.78% (32)	63.22% (55)	87
		33-40	23.08% (9)	76.92% (30)	39
		41-55	9.68% (3)	90.32% (28)	31
		56-65	9.09% (1)	90.91% (10)	11
		über 65	0% (0)	100% (6)	6
7	YouTube	18-25	29.17% (7)	70.83% (17)	24
		26-32	28.74% (25)	71.26% (62)	87
		33-40	30.77% (12)	69.23% (27)	39
		41-55	38.71% (12)	61.29% (19)	31
		56-65	36.36% (4)	63.64% (7)	11
		über 65	33.33% (2)	66.67% (4)	6
8	Twitter	18-25	4.17% (1)	95.83% (23)	24
		26-32	1.18% (1)	98.82% (84)	85
		33-40	0% (0)	100% (38)	38
		41-55	3.23% (1)	96.77% (30)	31
		56-65	0% (0)	100% (11)	11
		über 65	0% (0)	100% (6)	6
9	Linkedin	18-25	0% (0)	100% (24)	24
		26-32	3.45% (3)	96.55% (84)	87
		33-40	2.56% (1)	97.44% (38)	39
		41-55	3.23% (1)	96.77% (30)	31

Nr	Feld	Auspraegung	Ja	Nein	Summe
10	TikTok	56-65	0% (0)	100% (11)	11
		über 65	0% (0)	100% (6)	6
		18-25	8.33% (2)	91.67% (22)	24
		26-32	1.15% (1)	98.85% (86)	87
		33-40	0% (0)	100% (39)	39
		41-55	0% (0)	100% (31)	31
		56-65	0% (0)	100% (11)	11
		über 65	0% (0)	100% (6)	6

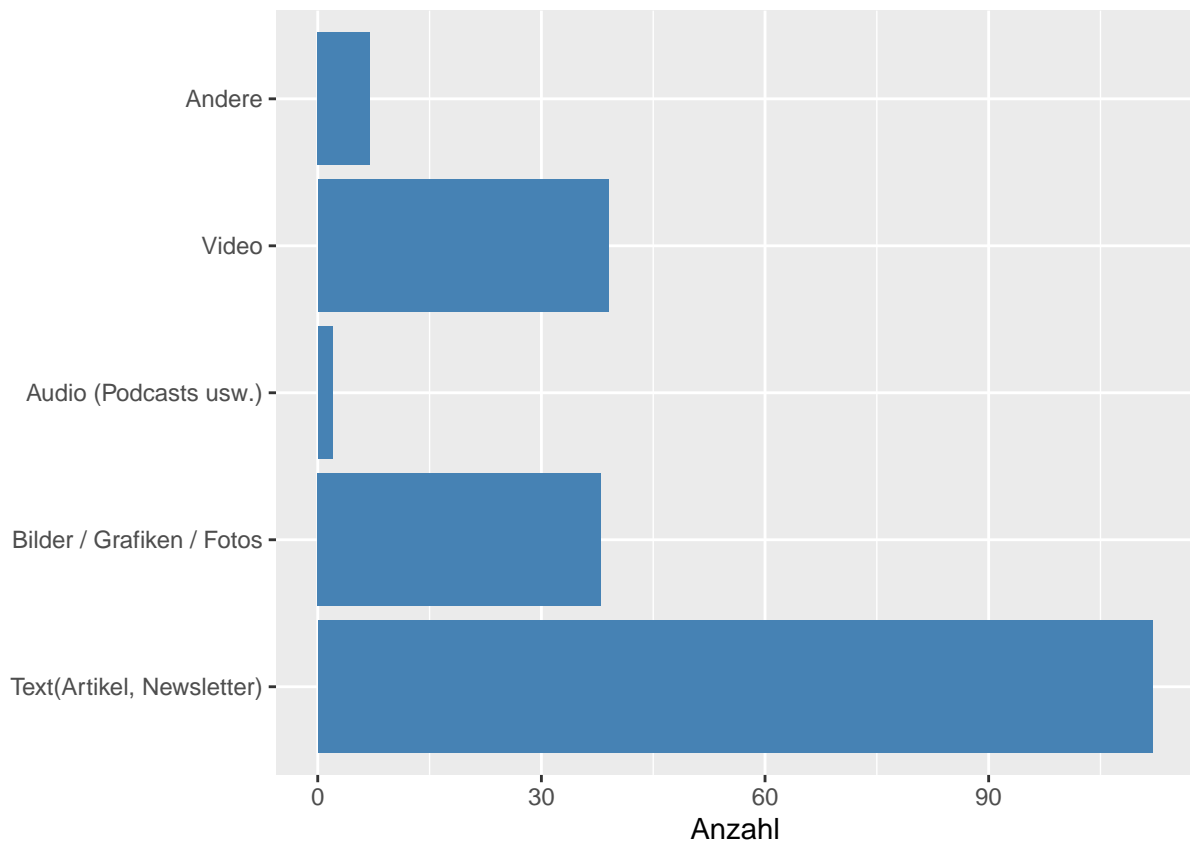


Nr	Feld	Auspraegung	Ja	Nein	Summe
1	Suchmaschine	männlich	91.35% (95)	8.65% (9)	104
		weiblich	93.62% (88)	6.38% (6)	94
2	Vergleichsdienst	männlich	76.19% (80)	23.81% (25)	105
		weiblich	67.74% (63)	32.26% (30)	93
3	Blogs	männlich	26.67% (28)	73.33% (77)	105
		weiblich	29.03% (27)	70.97% (66)	93
4	Influencer	männlich	11.43% (12)	88.57% (93)	105
		weiblich	22.58% (21)	77.42% (72)	93
5	Facebook	männlich	23.81% (25)	76.19% (80)	105
		weiblich	27.96% (26)	72.04% (67)	93
6	Instagram	männlich	19.05% (20)	80.95% (85)	105
		weiblich	37.63% (35)	62.37% (58)	93
7	YouTube	männlich	44.76% (47)	55.24% (58)	105

Nr	Feld	Auspraegung	Ja	Nein	Summe
8	Twitter	weiblich	16.13% (15)	83.87% (78)	93
		männlich	0.97% (1)	99.03% (102)	103
9	Linkedin	weiblich	2.17% (2)	97.83% (90)	92
		männlich	2.86% (3)	97.14% (102)	105
10	TikTok	weiblich	2.15% (2)	97.85% (91)	93
		männlich	0.95% (1)	99.05% (104)	105
		weiblich	2.15% (2)	97.85% (91)	93

Medien

20 - Welches Medium verwenden Sie aktuell, wenn Sie sich über neue Produkte oder Dienstleistungen informieren?



AndereText

Video + Texte

Fachzeitschrift

Informiere mich sehr selten darueueber

Texte/Bilder und Videos

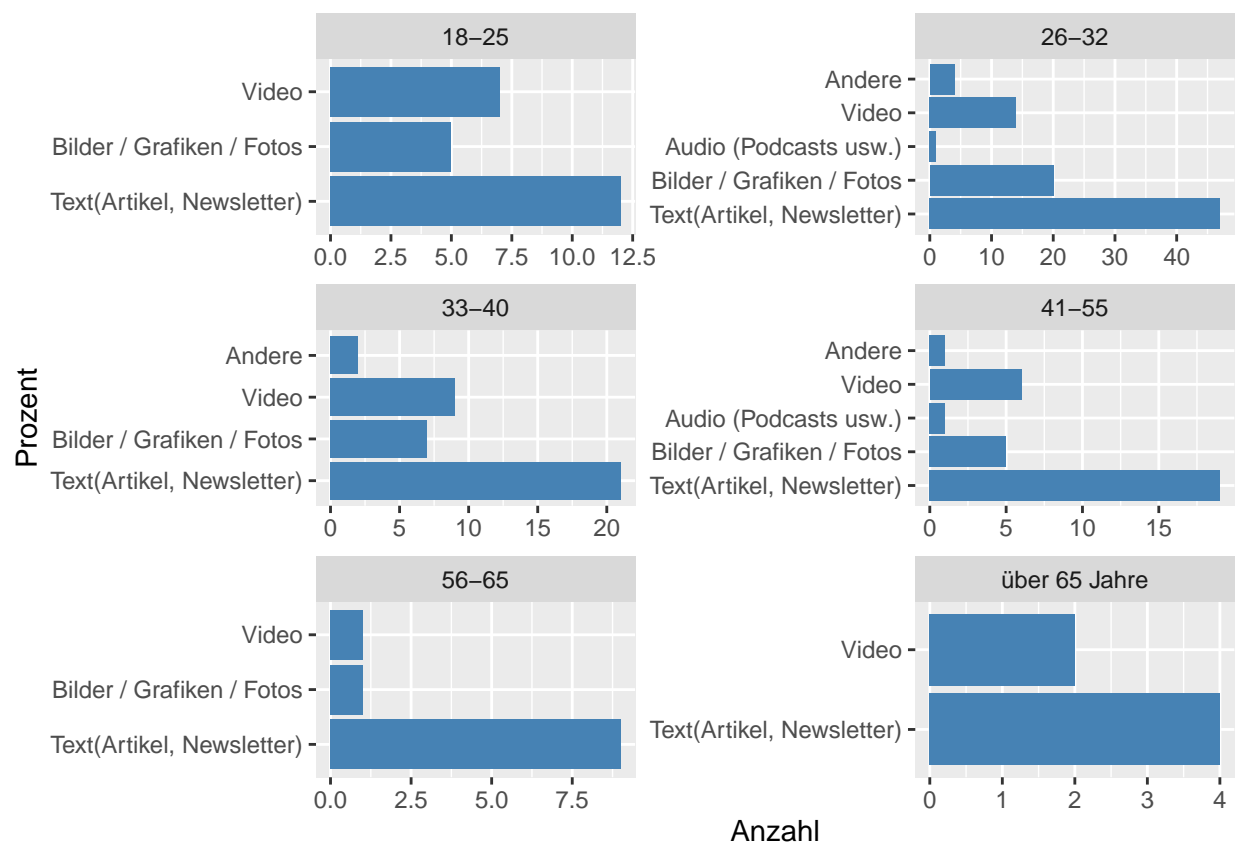
Webseite

Bewertungen

Mix aus den obigen

Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	Medium	1	5	1	1.94	1.3	1

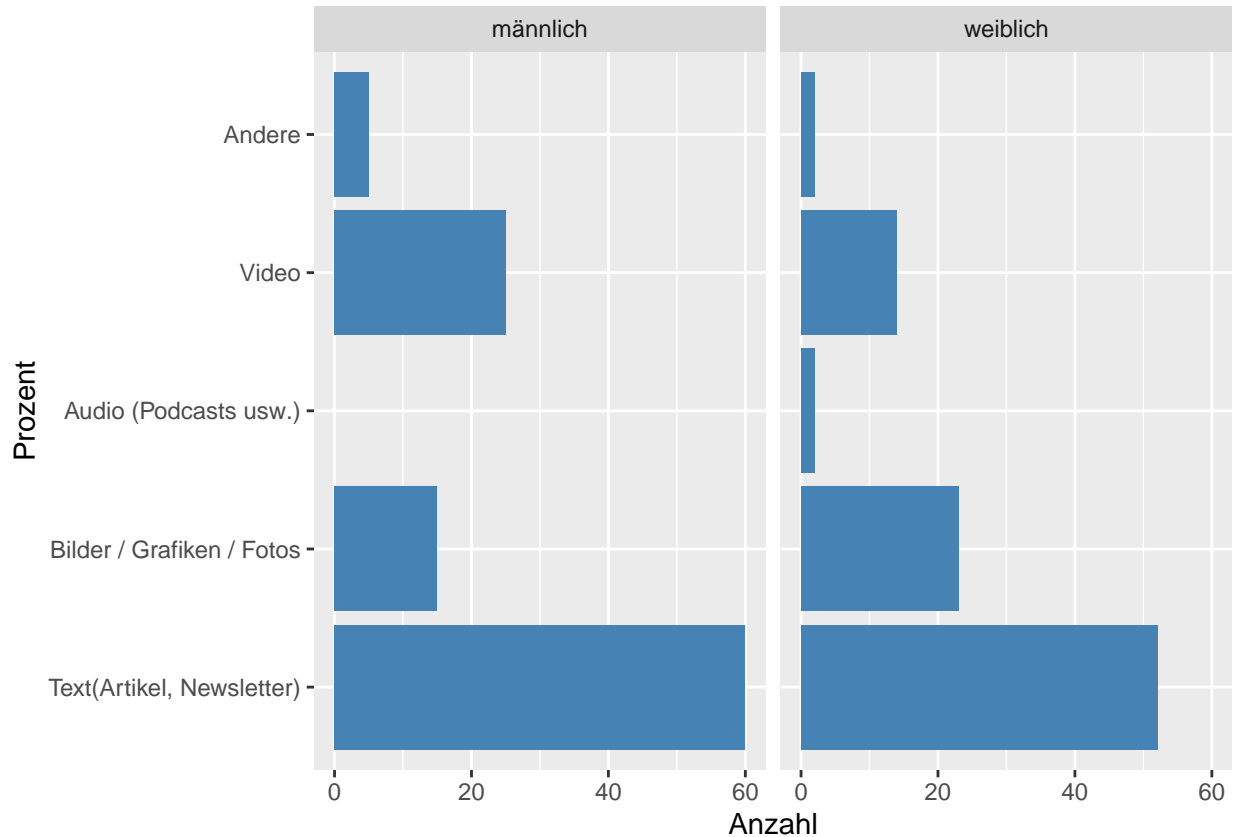
Nr	Feld	Antwortanzahl
1	Text(Artikel, Newsletter)	48.28% (112)
2	Bilder / Grafiken / Fotos	16.38% (38)
3	Audio (Podcasts usw.)	0.86% (2)
4	Video	16.81% (39)
5	Andere	3.02% (7)
Total		100% (198)



```
## Warning in
## getfrequenz1DimensionGeschlecht(q20_MediumAktuellJoinedGeschlecht, : NAs
## durch Umwandlung erzeugt
```

Nr	Feld	Auspraegung	Antwortanzahl
1	Text(Artikel, Newsletter)	männlich	60% (1)
		weiblich	49.52% (2)
2	Bilder / Grafiken / Fotos	männlich	15% (1)
		weiblich	21.9% (2)
3	Audio (Podcasts usw.)	männlich	0% (1)

Nr	Feld	Auspraegung	Antwortanzahl
4	Video	weiblich	1.9% (2)
		männlich	25% (1)
5	Andere	weiblich	13.33% (2)
		männlich	0% (1)
Total		weiblich	0% (2)
		männlich	(5)
Total		weiblich	(10)

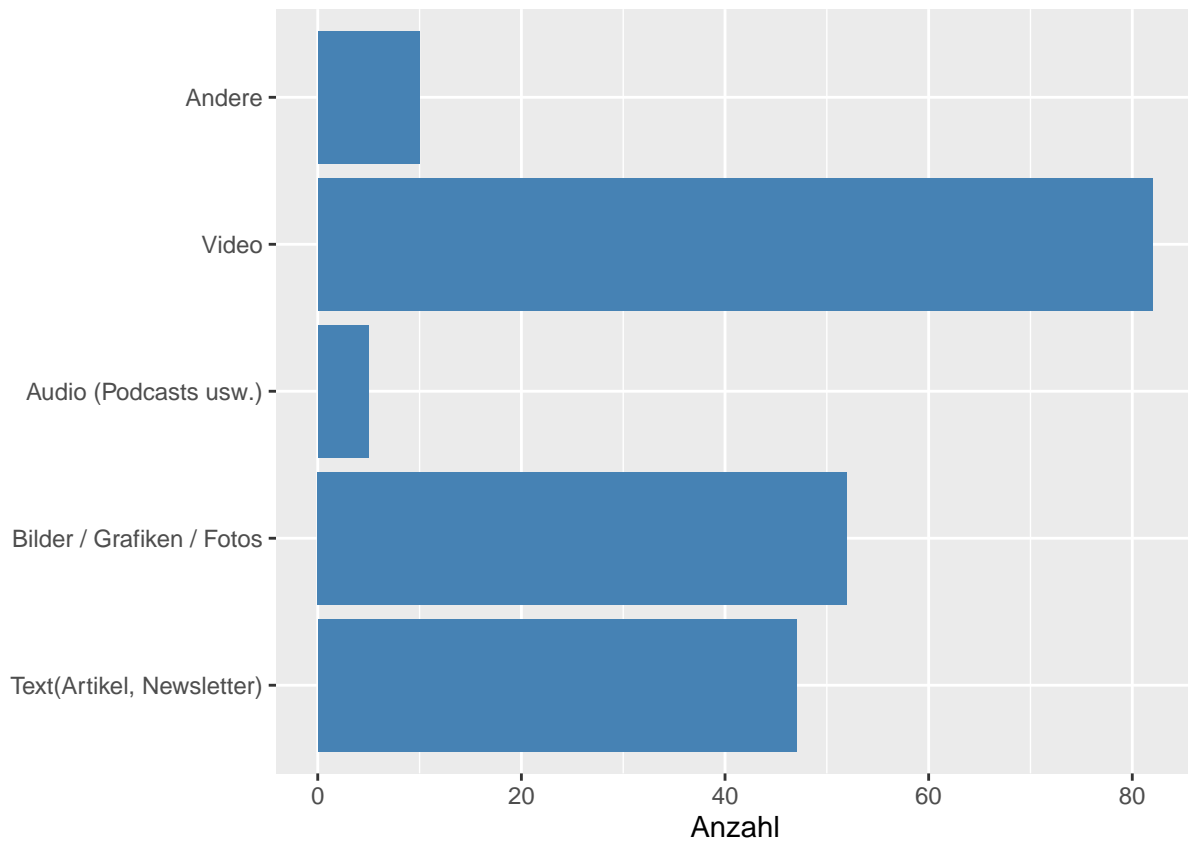


```
## Warning in getfrequenz1DimensionAlter(q20_MediumAktuellJoinedAlter,
## factor(levels2)): NAs durch Umwandlung erzeugt
```

Nr	Feld	Auspraegung	Antwortanzahl
1	Text(Artikel, Newsletter)	18-25	12% (2)
		26-32	195.83% (3)
		33-40	24.42% (4)
		41-55	48.72% (5)
		56-65	28.12% (6)
		über 65	36.36% (7)
2	Bilder / Grafiken / Fotos	18-25	5% (2)
		26-32	83.33% (3)
		33-40	8.14% (4)
		41-55	12.82% (5)

Nr	Feld	Auspraegung	Antwortanzahl
3	Audio (Podcasts usw.)	56-65	3.12% (6)
		über 65	0% (7)
		18-25	0% (2)
		26-32	4.17% (3)
		33-40	0% (4)
		41-55	2.56% (5)
4	Video	56-65	0% (6)
		über 65	0% (7)
		18-25	7% (2)
		26-32	58.33% (3)
		33-40	10.47% (4)
		41-55	15.38% (5)
5	Andere	56-65	3.12% (6)
		über 65	18.18% (7)
		18-25	0% (2)
		26-32	0% (3)
		33-40	0% (4)
		41-55	0% (5)
Total		56-65	0% (6)
Total		über 65	0% (7)
Total		18-25	(5)
Total		26-32	(10)
Total		33-40	(15)
Total		41-55	(20)
Total		56-65	(25)
Total		über 65	(30)

21 - Welches Medium würden Sie sich in Zukunft vermehrt wünschen für Werbebotschaften?



AndereText

Brauche eigentlich nichts

Keine

Weniger Werbung

Videoanleitungen

Kein - werbeüberflut

Eigentlich keine

keines

Keine

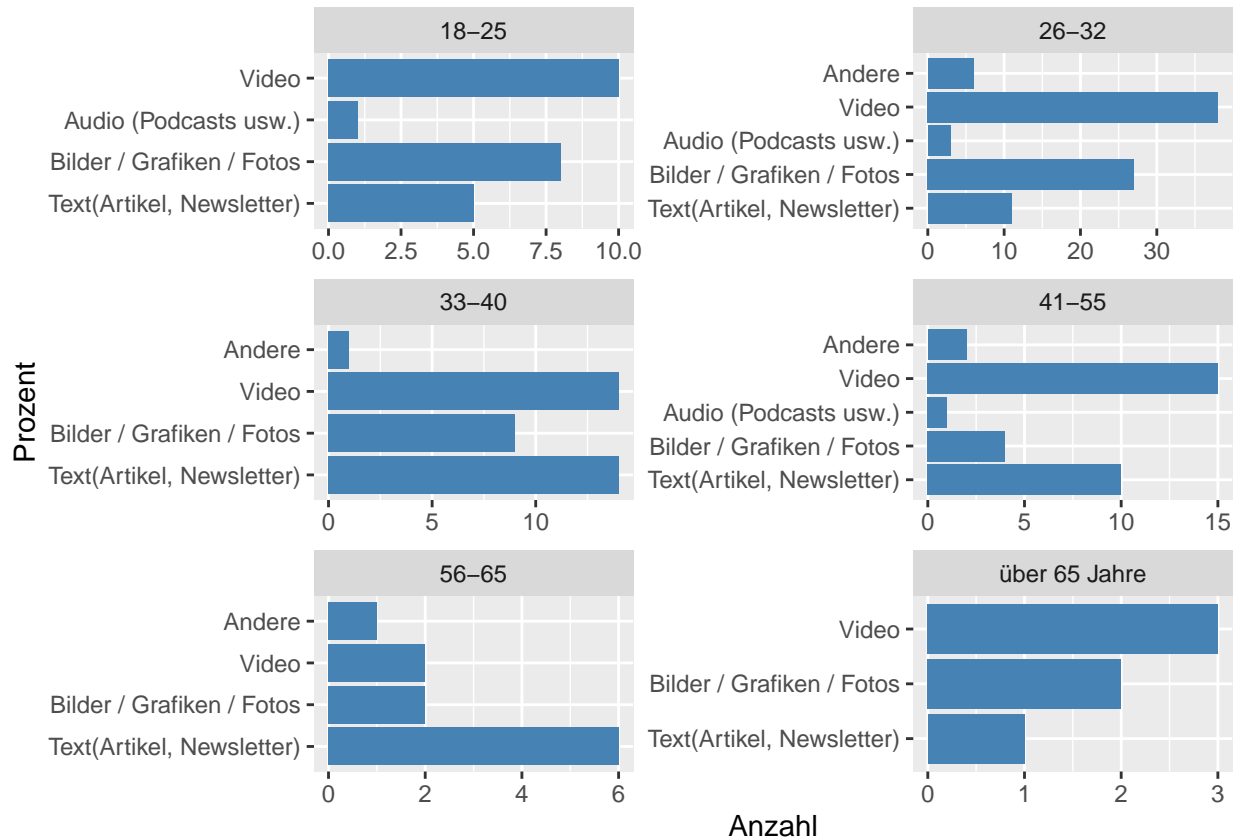
Ich möchte keine Werbebotschaften, sondern unabh.,ngige Tester konsumieren

Keine

Nr	Feld	Minimum	Maximum	Modus	Mittelwert	Standardabweichung	Median
1	Medium	1	5	4	2.78	1.34	2

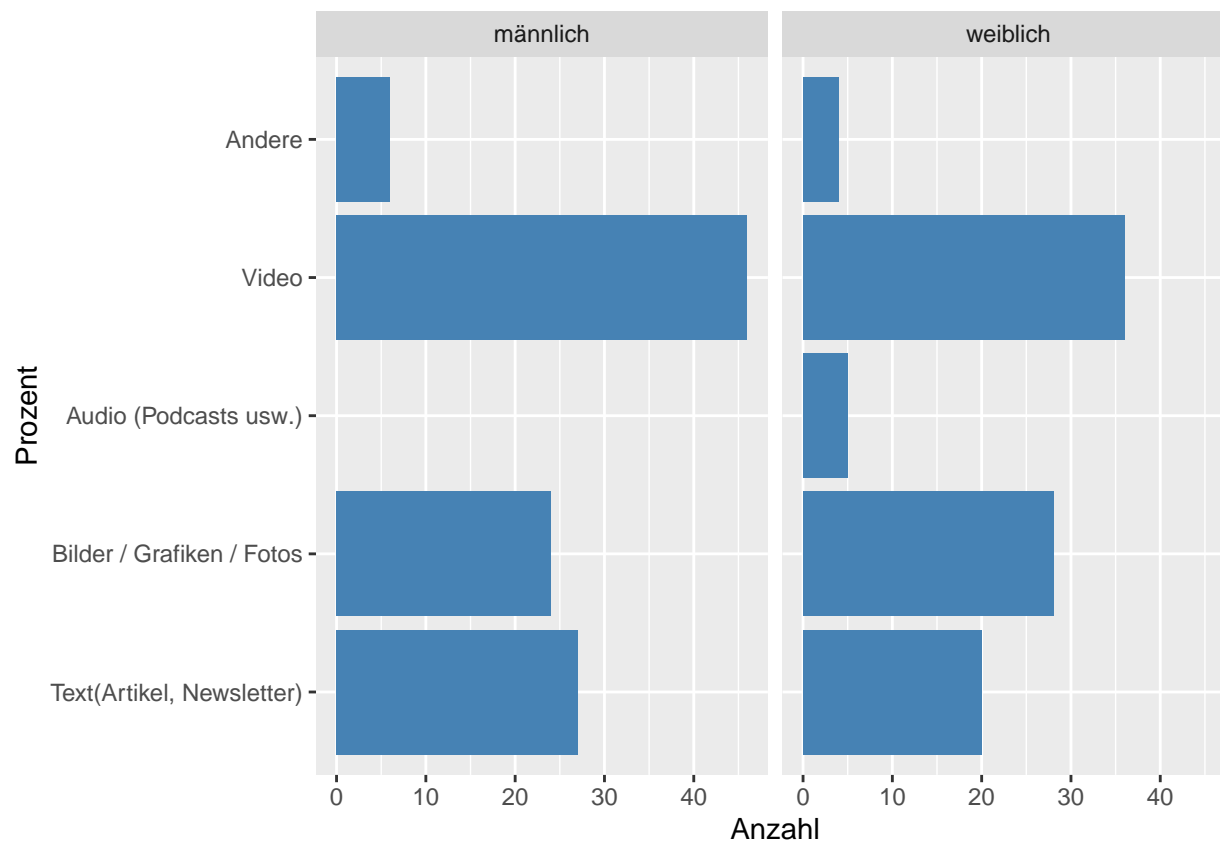
Nr	Feld	Antwortanzahl
1	Text(Artikel, Newsletter)	20.26% (47)
2	Bilder / Grafiken / Fotos	22.41% (52)
3	Audio (Podcasts usw.)	2.16% (5)

Nr	Feld	Antwortanzahl
4	Video	35.34% (82)
5	Andere	4.31% (10)
Total		100% (196)



```
## Warning in
## getfrequenz1DimensionGeschlecht(q21_MediumZukunftJoinedGeschlecht, : NAs
## durch Umwandlung erzeugt
```

Nr	Feld	Auspraegung	Antwortanzahl
1	Text(Artikel, Newsletter)	männlich	27% (1)
		weiblich	19.42% (2)
2	Bilder / Grafiken / Fotos	männlich	24% (1)
		weiblich	27.18% (2)
3	Audio (Podcasts usw.)	männlich	0% (1)
		weiblich	4.85% (2)
4	Video	männlich	46% (1)
		weiblich	34.95% (2)
5	Andere	männlich	0% (1)
		weiblich	0% (2)
Total		männlich	(5)
Total		weiblich	(10)



```
## Warning in getfrequenz1DimensionAlter(q21_MediumZukunftJoinedAlter,
## factor(levels2)): NAs durch Umwandlung erzeugt
```

Nr	Feld	Ausprägung	Antwortanzahl
1	Text(Artikel, Newsletter)	18-25	5% (2)
		26-32	45.83% (3)
		33-40	16.47% (4)
		41-55	26.32% (5)
		56-65	18.75% (6)
		über 65	9.09% (7)
2	Bilder / Grafiken / Fotos	18-25	8% (2)
		26-32	112.5% (3)
		33-40	10.59% (4)
		41-55	10.53% (5)
		56-65	6.25% (6)
		über 65	18.18% (7)
3	Audio (Podcasts usw.)	18-25	1% (2)
		26-32	12.5% (3)
		33-40	0% (4)
		41-55	2.63% (5)
		56-65	0% (6)
		über 65	0% (7)
4	Video	18-25	10% (2)
		26-32	158.33% (3)

Nr	Feld	Auspraegung	Antwortanzahl
5	Andere	33-40	16.47% (4)
		41-55	39.47% (5)
		56-65	6.25% (6)
		über 65	27.27% (7)
		18-25	0% (2)
		26-32	0% (3)
		33-40	0% (4)
		41-55	0% (5)
		56-65	0% (6)
		über 65	0% (7)
	Total	18-25	(5)
	Total	26-32	(10)
	Total	33-40	(15)
	Total	41-55	(20)
	Total	56-65	(25)
	Total	über 65	(30)

22 - Welches Medium vermittelt die Vorteile eines Produkts oder einer Dienstleistung aus Ihrer Sicht am besten?

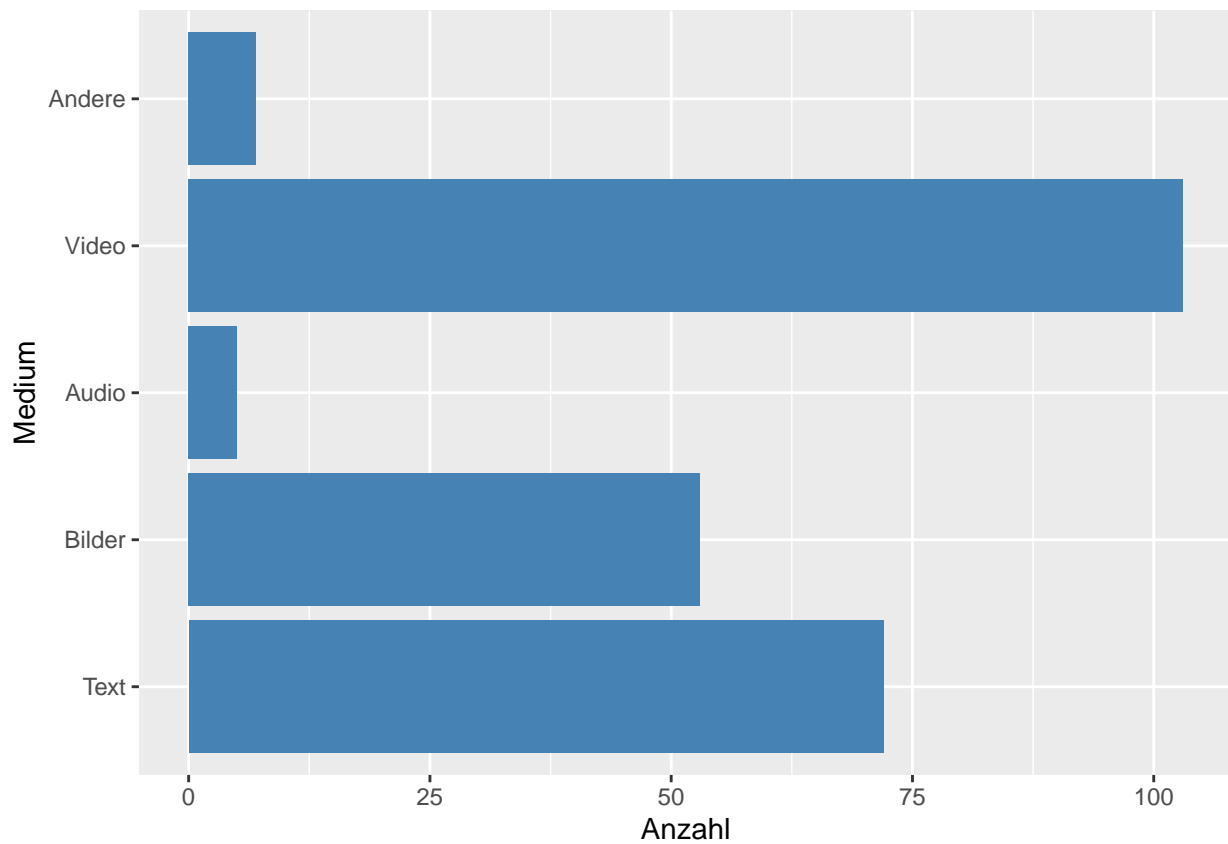


Table 96: privat

AndereText

Fachzeitschrift

Kombination aus Text und Bild

Die Wahrheit

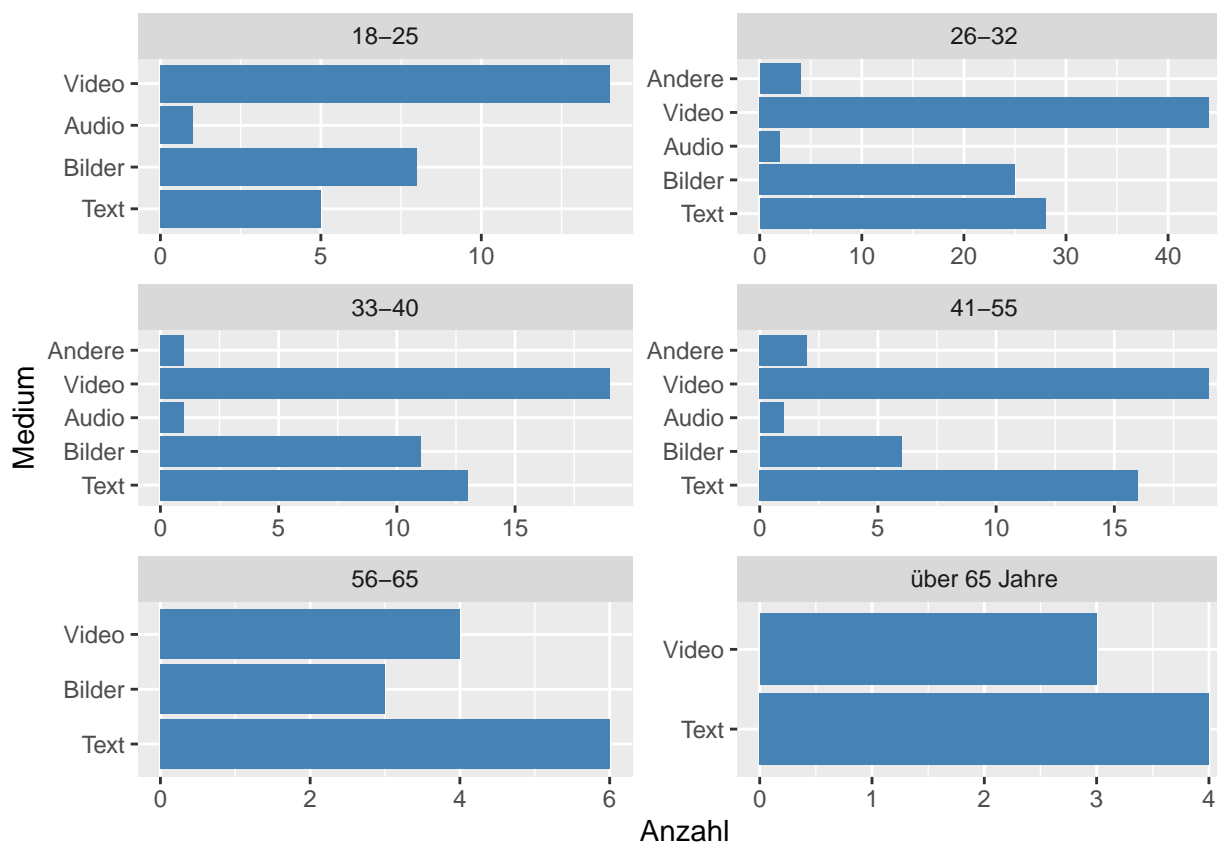
Bewertungen

Das kommt ganz auf die Dienstleistung darauf an. Gewisse Dinge per Texte (Technische Details) andere (Erklärungsbedürftige Produkte) per Video

Mix: Specs in Text, Verwendung in Video

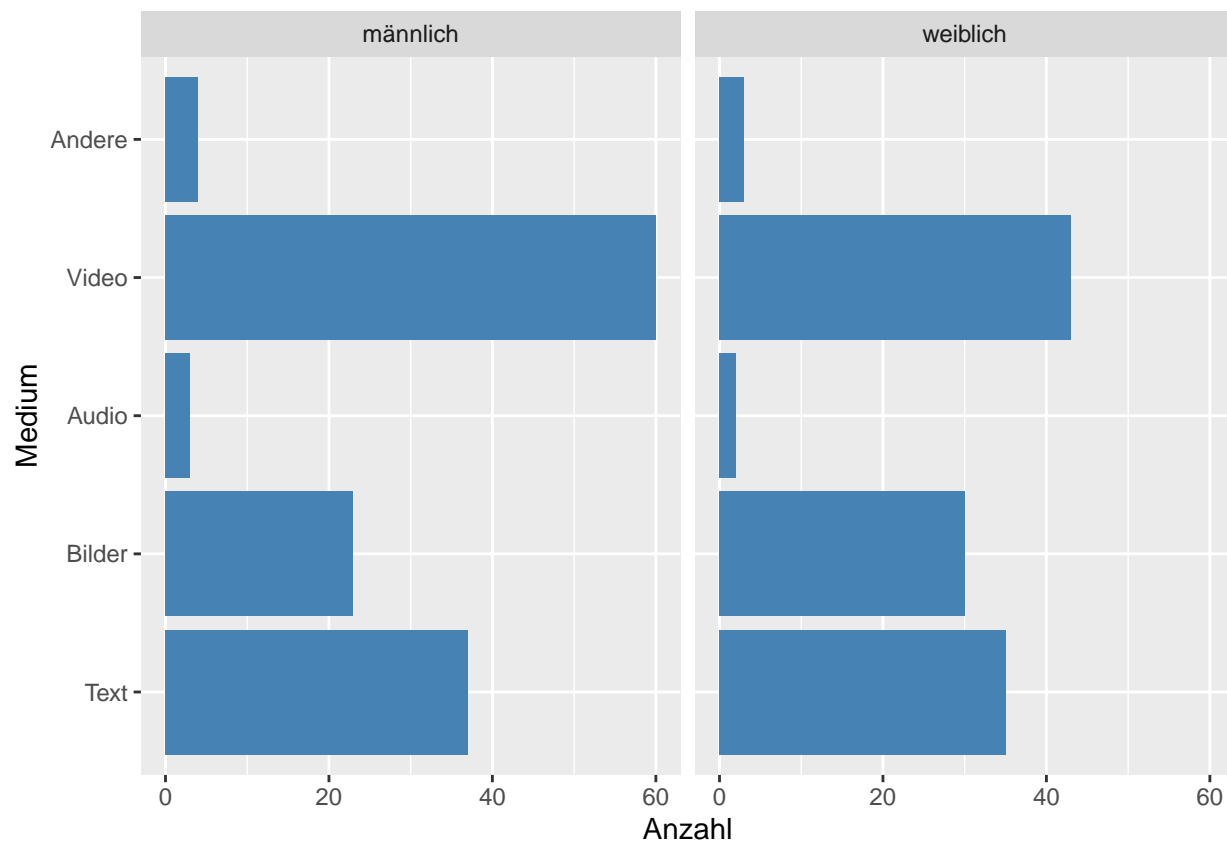
Abhängig vom Produkt

Nr	Feld	Antwortanzahl
1	Text	(72)
2	Bilder	(53)
3	Audio	(5)
4	Video	(103)
5	Andere	(7)



Nr	Feld	Ausprägung	Antwortanzahl
1	Text	18-25	(5)
		26-32	(28)

Nr	Feld	Auspraegung	Antwortanzahl
2	Bilder	33-40	(13)
		41-55	(16)
		56-65	(6)
		über 65	(4)
		18-25	(8)
		26-32	(25)
		33-40	(11)
		41-55	(6)
		56-65	(3)
		über 65	(0)
3	Audio	18-25	(1)
		26-32	(2)
		33-40	(1)
		41-55	(1)
		56-65	(0)
		über 65	(0)
4	Video	18-25	(14)
		26-32	(44)
		33-40	(19)
		41-55	(19)
		56-65	(4)
		über 65	(3)
5	Andere	18-25	(0)
		26-32	(4)
		33-40	(1)
		41-55	(2)
		56-65	(0)
		über 65	(0)



Nr	Feld	Auspraegung	Antwortanzahl
1	Text	männlich	(37)
		weiblich	(35)
2	Bilder	männlich	(23)
		weiblich	(30)
3	Audio	männlich	(3)
		weiblich	(2)
4	Video	männlich	(60)
		weiblich	(43)
5	Andere	männlich	(4)
		weiblich	(3)