

Country: Germany

Detailed Demographics for Brand: Hotels.com								
Period: Month of June, 2008 Panel Type: Home Country: Germany								
Category	Target	Unique Audience (000)	Unique Audience Composition (%)	Composition Index by Unique Audience	Web Page Views Composition (%)	Composition Index by Page Views	Coverage (%)	
ALL	Total	360	100.00	100	100.00	100	0.98	
GENDER	Male	191	52.95	94	57.33	102	0.92	
	Female	169	47.05	107	42.67	97	1.05	
PERSONS - AGE	18 - 24	26	7.29	79	4.09	38	0.77	
	18 - 34	56	15.63	66	11.45	38	0.64	
	18 - 49	173	48.06	83	50.78	74	0.81	
	21+	352	97.71	118	98.50	110	1.15	
	21 - 24	18	5.00	94	2.60	39	0.92	
	21 - 34	48	13.34	67	9.95	38	0.66	
	21 - 49	165	45.77	85	49.28	76	0.83	
	25 - 34	30	8.34	57	7.35	37	0.56	
	25 - 49	147	40.77	84	46.68	81	0.82	
	25 - 54	198	55.08	95	55.49	84	0.93	
	35+	304	84.37	134	88.55	140	1.31	
	35 - 49	117	32.43	95	39.33	103	0.93	
	35 - 64	245	68.11	122	74.45	130	1.20	
	45+	254	70.68	175	66.58	181	1.71	
	50+	187	51.94	180	49.22	197	1.76	
	50 - 64	128	35.67	165	35.12	182	1.62	
	55+	135	37.63	192	40.42	236	1.87	
55 - 64	77	21.36	173	26.31	231	1.70		
65+	59	16.27	222	14.10	245	2.18		
CHILDREN IN HOUSEHOLD	None	277	77.06	128	65.01	98	1.25	
	Age: 2 - 17	83	22.94	58	34.99	105	0.57	
	Age: 2 - 11	40	11.05	46	22.57	117	0.45	
	Age: 12 - 17	48	13.33	51	27.76	128	0.50	
HOUSEHOLD SIZE	1 - 2	177	49.11	106	52.08	89	1.04	
	3 - 4	155	43.08	100	29.93	87	0.98	
	5+	28	7.81	75	17.99	250	0.73	
HOUSEHOLD INCOME	Up To 18000	36	10.10	63	7.78	30	0.62	
	18001 - 27000	92	25.59	152	27.73	158	1.49	
	27001 - 36000	34	9.35	61	13.42	96	0.59	
	36001 - 54000	127	35.38	146	37.50	188	1.43	
	54001 - 72000	17	4.74	38	4.65	54	0.37	
	72001 And Over	33	9.06	104	6.53	91	1.02	
	No Response	21	5.77	91	2.39	38	0.89	
EDUCATION	Primary School Or Less	63	17.58	71	13.75	58	0.69	
	Some Secondary School	167	46.53	139	37.24	103	1.36	
	Completed Secondary School	48	13.26	83	18.72	106	0.82	
	Some Further Education College	3	0.80	34	15.22	769	0.33	
	Associate Degree Or Diploma	38	10.57	58	10.58	61	0.57	
	Bachelor's Degree	2	0.56	52	0.44	42	0.51	
	Post Graduate Degree	23	6.52	328	3.24	229	3.21	
	No Response	15	4.19	186	0.82	100	1.82	
	OCCUPATION	Clerical/Administrative	64	17.75	180	14.98	138	1.77
		Craftsman/Craftswoman	7	1.99	48	0.39	10	0.47
Education		4	1.17	31	2.46	90	0.30	
Executive/Managerial		6	1.80	42	15.41	365	0.41	
Military		3	0.84	121	0.49	94	1.19	
Operator/Laborer		36	10.09	154	1.97	28	1.51	
Professional		20	5.59	114	3.39	99	1.11	
Sales		3	0.81	29	1.75	77	0.29	
Service Worker		50	13.87	151	13.24	136	1.48	
Technical		5	1.38	28	4.67	122	0.28	
Self-Employed		18	5.14	85	6.94	87	0.84	
Homemaker		10	2.71	59	2.43	41	0.58	
Full Time Student		5	1.28	17	0.45	6	0.17	