

Status
OUTLOOK

Status Outlook target groups survey



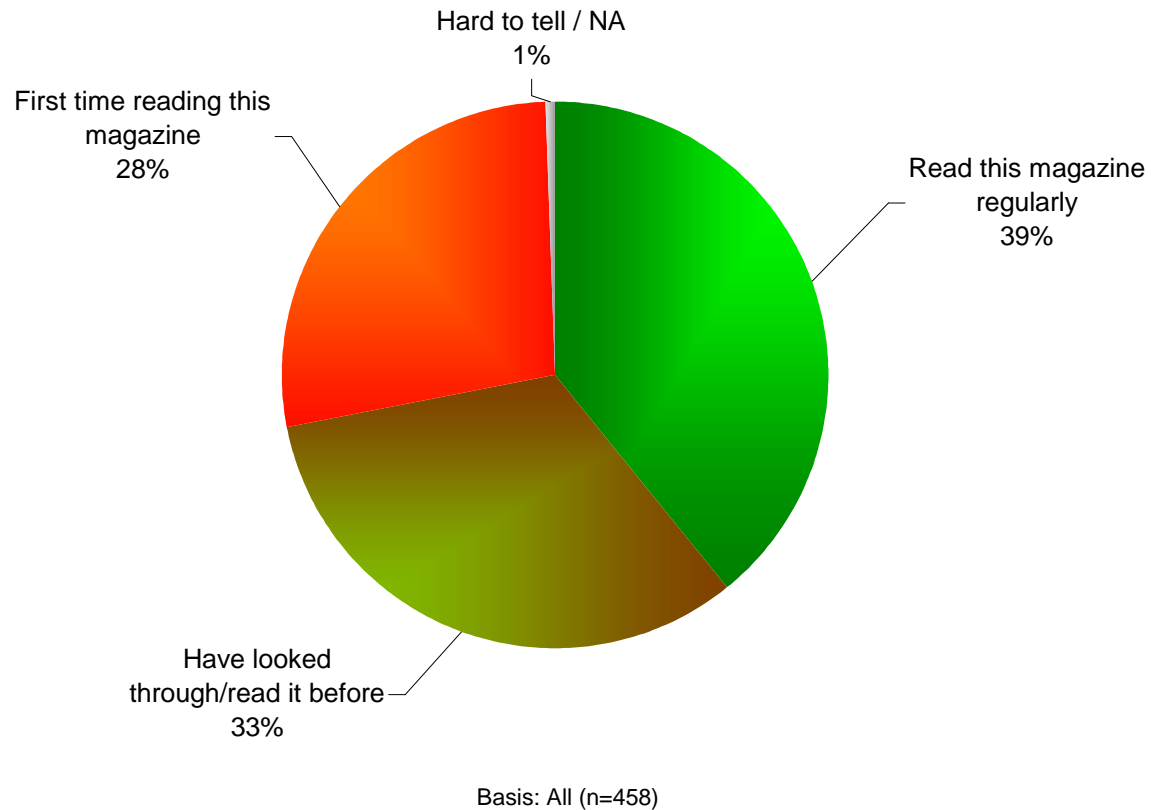
March 2012

Research purpose

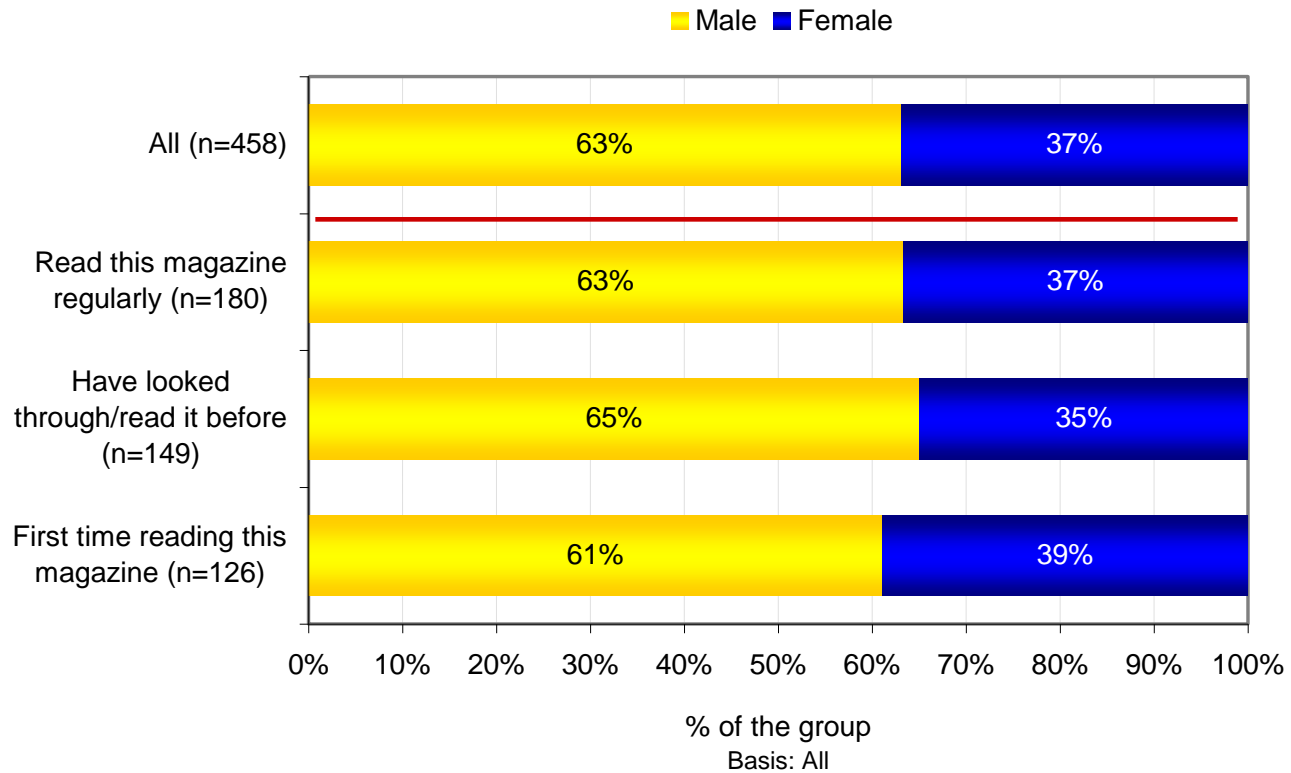
- To find out Status Outlook readers socio demographic characteristics – age, sex, occupation/position, income level, place of residence etc.



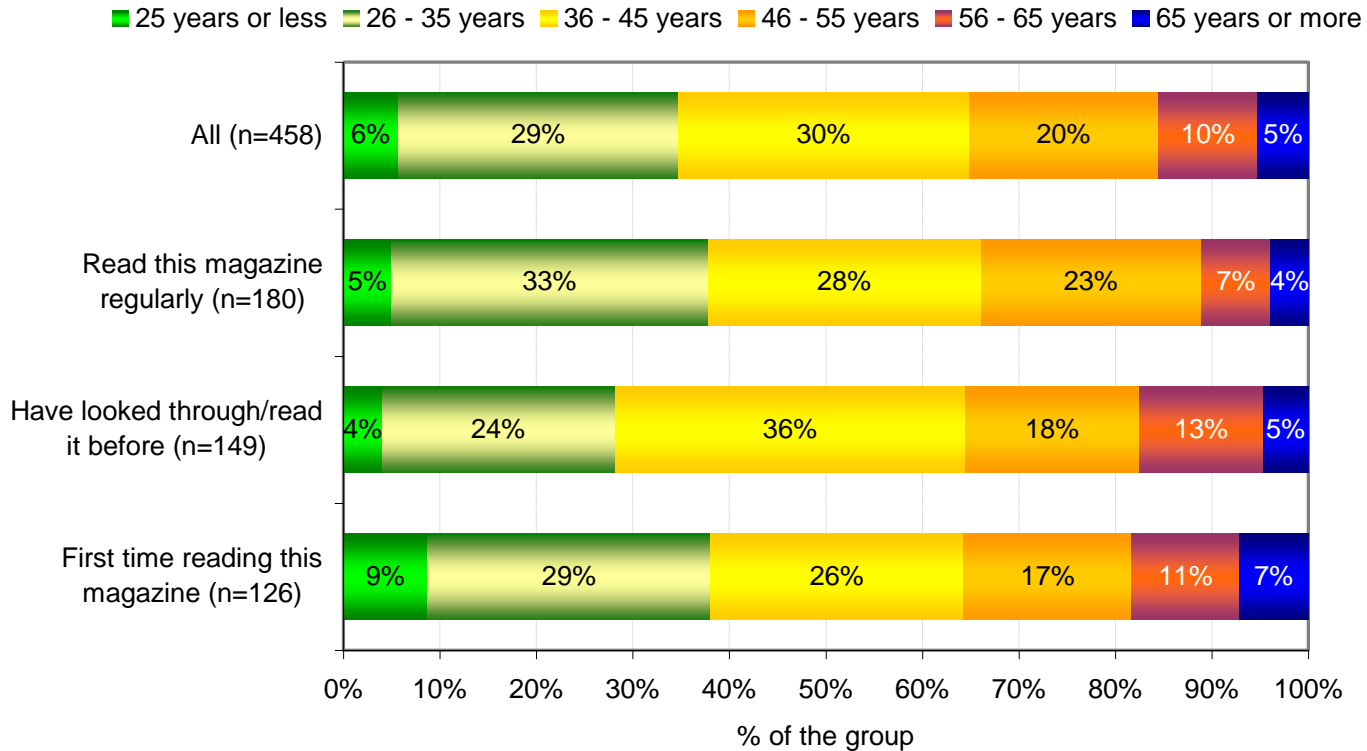
Reading of Status Outlook magazine



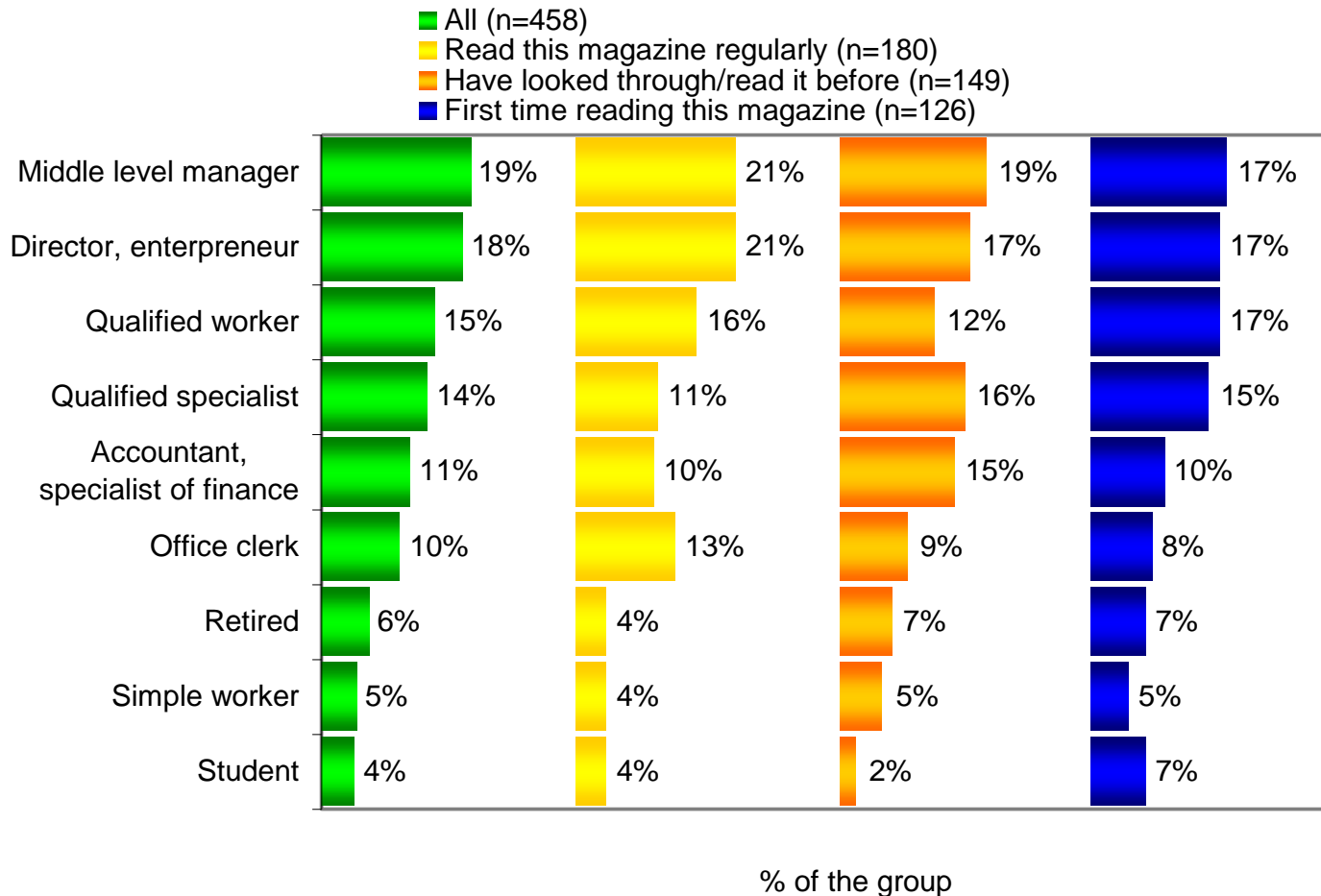
Magazine readers by gender



Magazine readers by age

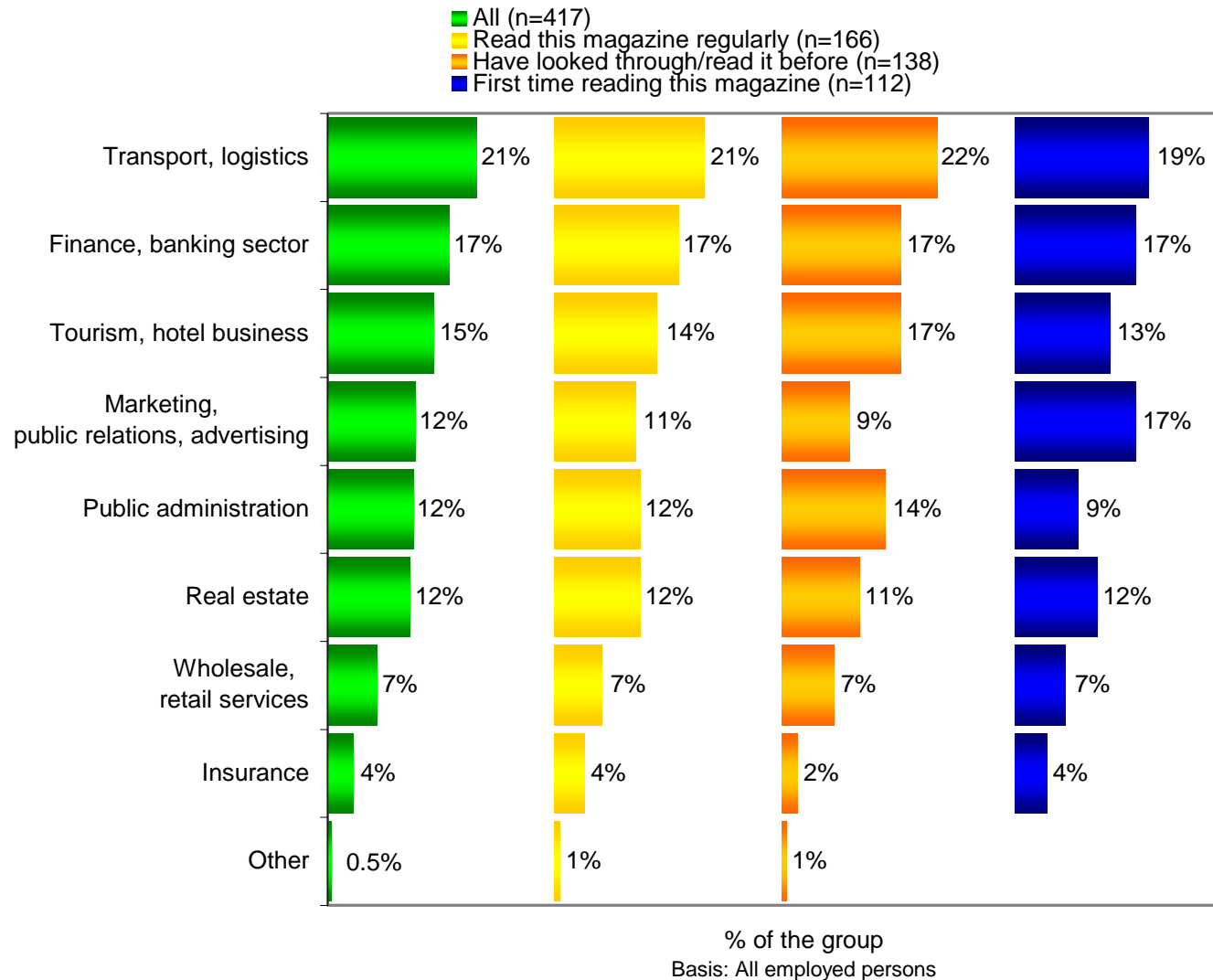


Magazine readers by occupation

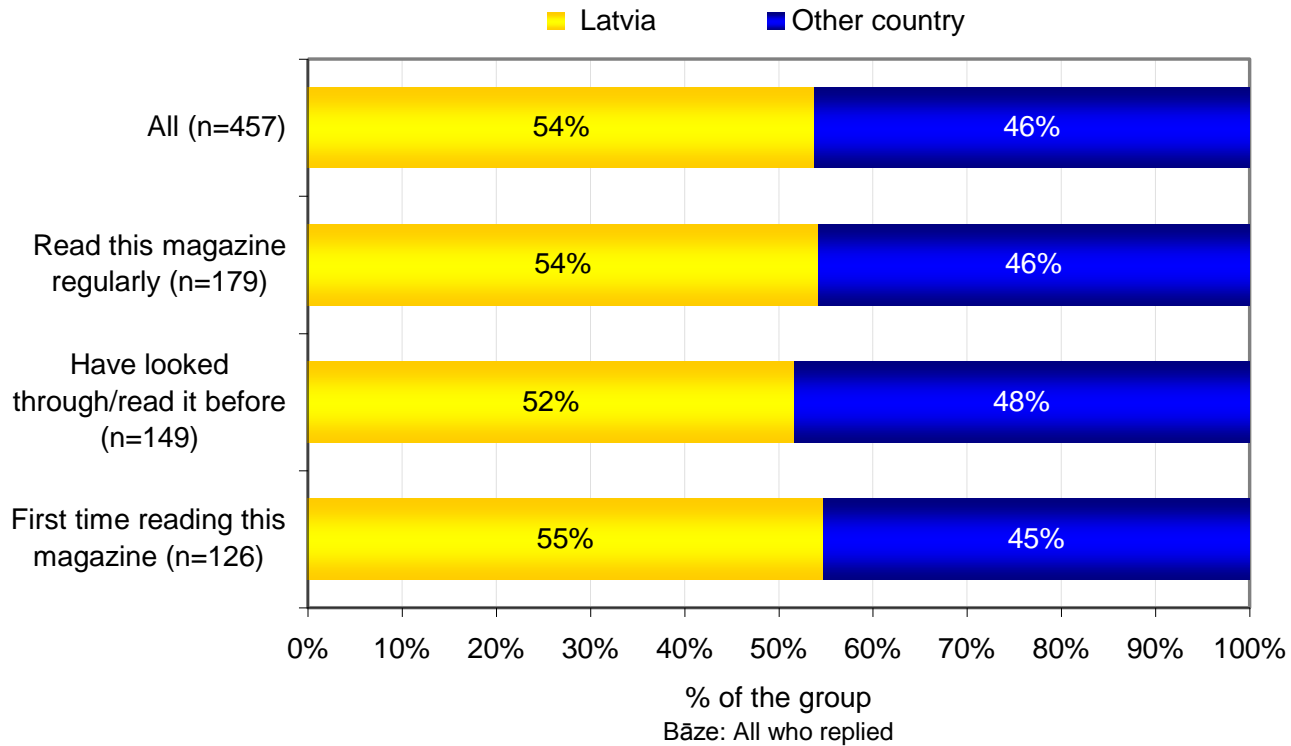


Middle and top level managers (19% and 18%) as well as qualified workers and specialists (15 and 14%) read magazine the most often. Among those who read it regularly often are also office clerks (13%). Accountants and specialists of finance often come back to the magazine repeatedly (15%).

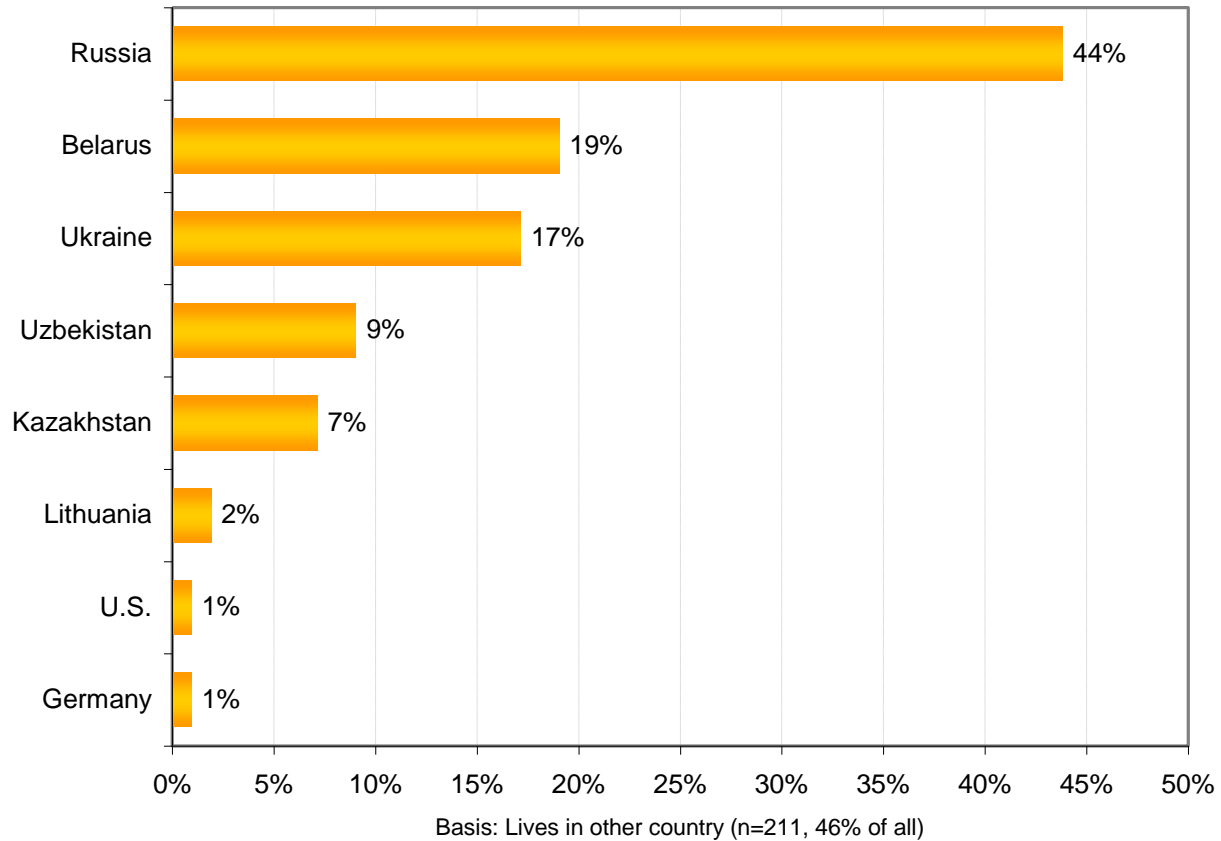
Magazine readers by the sector of occupation



Magazine readers by place of residence

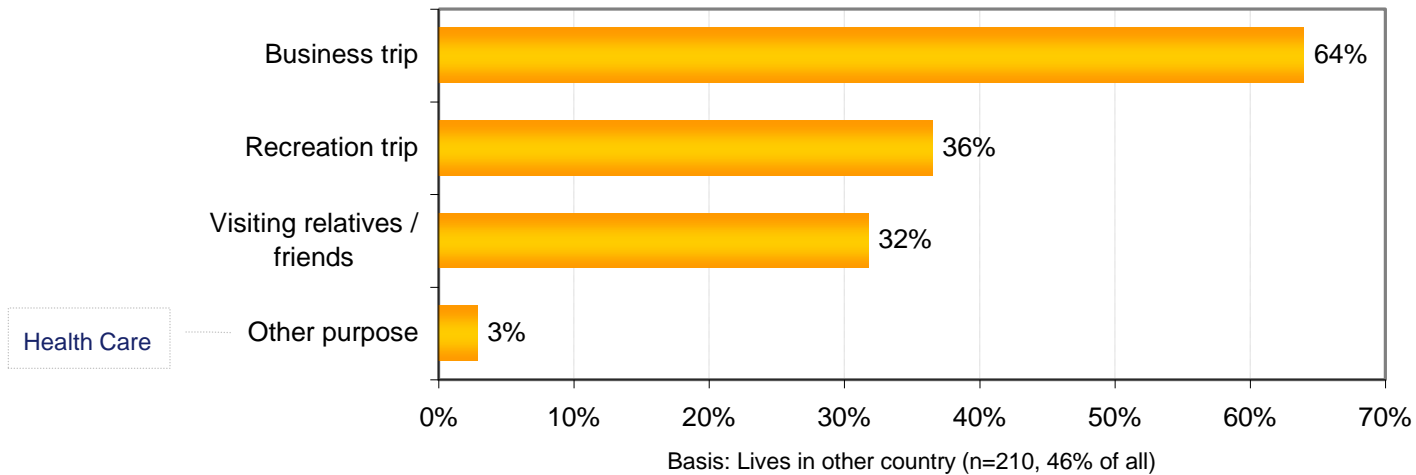


Place of residence of non-residents

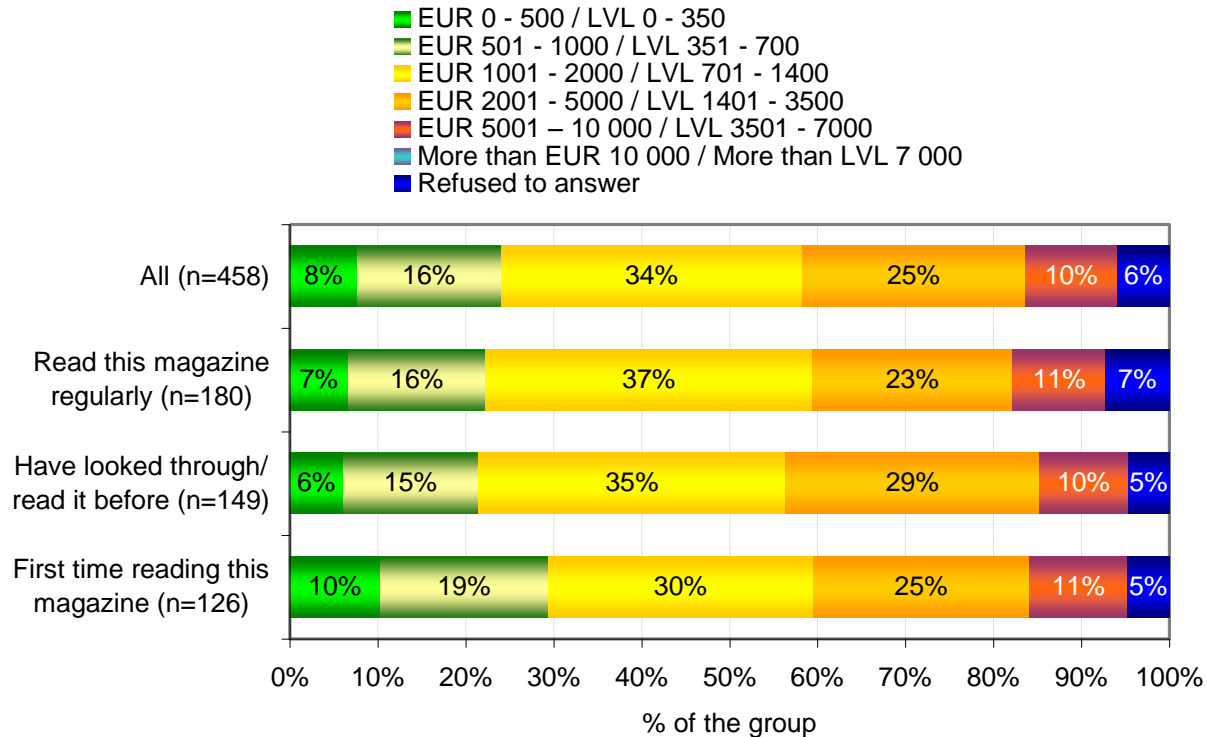


Among the magazine readers who live in other country than Latvia, mostly are residents of Russia (44%), approximately twice less are from Belarus (19%) and Ukraine (17%). Also residents of Uzbekistan (9%) and Kazakhstan (7%) are among the frequent readers of the magazine.

Purpose of visiting Latvia



Magazine readers by income level



Summary

- ◆ Among Status Outlook audience are those who read the magazine regularly (39%), those who have chosen it repeatedly (33%), and also approximately one third are the new readers of the magazine (28%).
- ◆ Among the magazine readers more frequently are:
 - ◆ Men (63%) with high income (above 1000 EUR per month 69%);
 - ◆ Age groups of 26-35 years (29%) and 36-45 years old (30%);
 - ◆ Middle level managers (19%) and entrepreneurs (18%);
 - ◆ Are occupied in sector of transport, logistics / financial sector / or tourism, hotel business;
 - ◆ Are residents of Latvia (54%) or lives in other country (most often – Russia, Belarus, Ukraine) (46%);
 - ◆ Most common purpose of visiting Latvia for non-resident readers of the magazine is business trip (64%).





Thank you for attention

ADDITIONAL INFORMATION AVAILABLE:

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