

Frage1 by LC_2grp_seg

	LC_2grp_seg		Total
	Group 1	Group 2	
Frage1: Wie häufig nutzen sie einen Tablet PC?			
regelmäßig/intensiv	6 42,86% 42,86% 23,08%	8 66,67% 57,14% 30,77%	14 53,85% 100,00% 53,85%
gelegentlich/ab und zu	5 35,71% 62,50% 19,23%	3 25,00% 37,50% 11,54%	8 30,77% 100,00% 30,77%
nur selten	3 21,43% 75,00% 11,54%	1 8,33% 25,00% 3,85%	4 15,38% 100,00% 15,38%
Total	14 100,00% 53,85% 53,85%	12 100,00% 46,15% 46,15%	26 100,00% 100,00% 100,00%
Missing	-	-	-
Mean	1,79	1,42	1,62
Std Dev.	0,80	0,67	0,75
Chi-Square	1,64	Nicht Sig.	
D.F.	2		
Significance	not sig		
Warning: some cells have an expected value of less than five.			

Frage10 by LC_2grp_seg

	LC_2grp_seg		Total
	Group 1	Group 2	
Frage10: Tätigkeit			
berufstätig	9 64,29% 47,37% 34,62%	10 83,33% 52,63% 38,46%	19 73,08% 100,00% 73,08%
Studentin	3 21,43% 100,00% 11,54%	-	3 11,54% 100,00% 11,54%
Pensionär/Rentner	2 14,29% 50,00% 7,69%	2 16,67% 50,00% 7,69%	4 15,38% 100,00% 15,38%
Total	14 100,00% 53,85% 53,85%	12 100,00% 46,15% 46,15%	26 100,00% 100,00% 100,00%
Missing	-	-	-
Mean	1,86	1,50	1,69
Std Dev.	1,23	1,17	1,19

Chi-Square 2,92 Nicht Sig.
D.F. 2
Significance not sig
Warning: some cells have an expected value of less than five.

Frage11 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage11: Einkommen			
500 bis 1000	4 28,57% 100,00% 15,38%	-	4 15,38% 100,00% 15,38%
1000 bis 2000	-	3 25,00% 100,00% 11,54%	3 11,54% 100,00% 11,54%
2000 bis 3000	1 7,14% 14,29% 3,85%	6 50,00% 85,71% 23,08%	7 26,92% 100,00% 26,92%
3000 und mehr	7 50,00% 70,00% 26,92%	3 25,00% 30,00% 11,54%	10 38,46% 100,00% 38,46%
keine Angabe	2 14,29% 100,00% 7,69%	-	2 7,69% 100,00% 7,69%
Total	14 100,00% 53,85% 53,85%	12 100,00% 46,15% 46,15%	26 100,00% 100,00% 100,00%
Missing	-	-	-
Mean	4,21	4,00	4,12
Std Dev.	1,53	0,74	1,21
Chi-Square	13,18	Signifikant	98%
D.F.	4		
Significance	p < .05		
Warning: some cells have an expected value of less than five.			

Frage2 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage2: Wie interessiert sind sie an wirtschaftsthemen?			
sehr interessiert	11 78,57% 57,89% 42,31%	8 66,67% 42,11% 30,77%	19 73,08% 100,00% 73,08%
mäßig interessiert	3 21,43% 42,86% 11,54%	4 33,33% 57,14% 15,38%	7 26,92% 100,00% 26,92%
Total	14	12	26

	100,00%	100,00%	100,00%
	53,85%	46,15%	100,00%
	53,85%	46,15%	100,00%
Missing	-	-	-
Mean	1,21	1,33	1,27
Std Dev.	0,43	0,49	0,45
Chi-Square	0,47	nicht Sig.	
D.F.	1		
Significance	not sig		

Warning: some cells have an expected value of less than five.

Frage3 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage3: Wie häufig nutzen Sie Tablet Computer Apps, für die sie bezahlen müssen?			
regelmäßi/intensiv	-	4	4
		33,33%	15,38%
		100,00%	100,00%
		15,38%	15,38%
gelegentlich/ab und zu	6	3	9
	42,86%	25,00%	34,62%
	66,67%	33,33%	100,00%
	23,08%	11,54%	34,62%
selten	4	3	7
	28,57%	25,00%	26,92%
	57,14%	42,86%	100,00%
	15,38%	11,54%	26,92%
überhaupt nicht	4	2	6
	28,57%	16,67%	23,08%
	66,67%	33,33%	100,00%
	15,38%	7,69%	23,08%
Total	14	12	26
	100,00%	100,00%	100,00%
	53,85%	46,15%	100,00%
	53,85%	46,15%	100,00%
Missing	-	-	-
Mean	2,86	2,25	2,58
Std Dev.	0,86	1,14	1,03
Chi-Square	5,69	Signifikant	über 85%
D.F.	3		
Significance	not sig		

Warning: some cells have an expected value of less than five.

Wirtschaftstitel

Frage4_r1 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage4_r1: Handelsblatt			
1	3	2	5
	21,43%	16,67%	19,23%
	60,00%	40,00%	100,00%
	11,54%	7,69%	19,23%
2	4	5	9
	28,57%	41,67%	34,62%

		44,44%	55,56%	100,00%
		15,38%	19,23%	34,62%
	3	3	3	6
		21,43%	25,00%	23,08%
		50,00%	50,00%	100,00%
		11,54%	11,54%	23,08%
	4	4	2	6
		28,57%	16,67%	23,08%
		66,67%	33,33%	100,00%
		15,38%	7,69%	23,08%
Total		14	12	26
		100,00%	100,00%	100,00%
		53,85%	46,15%	100,00%
		53,85%	46,15%	100,00%
Missing		-	-	-
Mean		2,57	2,42	2,50
Std Dev.		1,16	1,00	1,07
Chi-Square		0,83	nicht Sig.	
D.F.		3		
Significance		not sig		
Warning: some cells have an expected value of less than five.				

Frage4_r2 by LC_2grp_seg

		LC_2grp_seg		
		Group 1	Group 2	Total
Frage4_r2: Impulse				
	1	1	-	1
		7,14%		3,85%
		100,00%		100,00%
		3,85%		3,85%
	2	4	1	5
		28,57%	8,33%	19,23%
		80,00%	20,00%	100,00%
		15,38%	3,85%	19,23%
	3	3	-	3
		21,43%		11,54%
		100,00%		100,00%
		11,54%		11,54%
	4	6	11	17
		42,86%	91,67%	65,38%
		35,29%	64,71%	100,00%
		23,08%	42,31%	65,38%
Total		14	12	26
		100,00%	100,00%	100,00%
		53,85%	46,15%	100,00%
		53,85%	46,15%	100,00%
Missing		-	-	-
Mean		3,00	3,83	3,38
Std Dev.		1,04	0,58	0,94
Chi-Square		6,30	Signifikant	über 90%
D.F.		3		
Significance		not sig		
Warning: some cells have an expected value of less than five.				

Frage4_r3 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage4_r3: Börse Online			
1	1 7,14% 100,00% 3,85%	-	1 3,85% 100,00% 3,85%
2	3 21,43% 100,00% 11,54%	-	3 11,54% 100,00% 11,54%
3	4 28,57% 57,14% 15,38%	3 25,00% 42,86% 11,54%	7 26,92% 100,00% 26,92%
4	6 42,86% 40,00% 23,08%	9 75,00% 60,00% 34,62%	15 57,69% 100,00% 57,69%
Total	14 100,00% 53,85% 53,85%	12 100,00% 46,15% 46,15%	26 100,00% 100,00% 100,00%
Missing	-	-	-
Mean	3,07	3,75	3,38
Std Dev.	1,00	0,45	0,85
Chi-Square	3,76	nicht Sig.	
D.F.	3		
Significance	not sig		
Warning: some cells have an expected value of less than five.			

Frage4_r4 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage4_r4: Capital			
1	1 7,14% 100,00% 3,85%	-	1 3,85% 100,00% 3,85%
2	8 57,14% 80,00% 30,77%	2 16,67% 20,00% 7,69%	10 38,46% 100,00% 38,46%
3	5 35,71% 50,00% 19,23%	5 41,67% 50,00% 19,23%	10 38,46% 100,00% 38,46%
4	-	5 41,67% 100,00% 19,23%	5 19,23% 100,00% 19,23%

Total	14	12	26
	100,00%	100,00%	100,00%
	53,85%	46,15%	100,00%
	53,85%	46,15%	100,00%
Missing	-	-	-
Mean	2,29	3,25	2,73
Std Dev.	0,61	0,75	0,83
Chi-Square	8,65	Signifikant	über 95%
D.F.	3		
Significance	p < .05		

Warning: some cells have an expected value of less than five.

Frage4_r5 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage4_r5: manager magazin			
1	3	-	3
	21,43%		11,54%
	100,00%		100,00%
	11,54%		11,54%
2	6	6	12
	42,86%	50,00%	46,15%
	50,00%	50,00%	100,00%
	23,08%	23,08%	46,15%
3	4	3	7
	28,57%	25,00%	26,92%
	57,14%	42,86%	100,00%
	15,38%	11,54%	26,92%
4	1	3	4
	7,14%	25,00%	15,38%
	25,00%	75,00%	100,00%
	3,85%	11,54%	15,38%
Total	14	12	26
	100,00%	100,00%	100,00%
	53,85%	46,15%	100,00%
	53,85%	46,15%	100,00%
Missing	-	-	-
Mean	2,21	2,75	2,46
Std Dev.	0,89	0,87	0,90
Chi-Square	4,01	nicht Sig.	
D.F.	3		
Significance	not sig		

Warning: some cells have an expected value of less than five.

Frage4_r6 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage4_r6: harvard business manager			
1	1	-	1
	7,14%		3,85%
	100,00%		100,00%
	3,85%		3,85%
2	2	4	6

		14,29%	33,33%	23,08%
		33,33%	66,67%	100,00%
		7,69%	15,38%	23,08%
	3	4	1	5
		28,57%	8,33%	19,23%
		80,00%	20,00%	100,00%
		15,38%	3,85%	19,23%
	4	7	7	14
		50,00%	58,33%	53,85%
		50,00%	50,00%	100,00%
		26,92%	26,92%	53,85%
Total		14	12	26
		100,00%	100,00%	100,00%
		53,85%	46,15%	100,00%
		53,85%	46,15%	100,00%
Missing		-	-	-
Mean		3,21	3,25	3,23
Std Dev.		0,97	0,97	0,95
Chi-Square		2,48	nicht Sig	
D.F.		3		
Significance		not sig		
Warning: some cells have an expected value of less than five.				

Frage4_r7 by LC_2grp_seg

		LC_2grp_seg		
		Group 1	Group 2	Total
Frage4_r7: Wirtschaftswoche				
	1	5	-	5
		35,71%		19,23%
		100,00%		100,00%
		19,23%		19,23%
	2	5	8	13
		35,71%	66,67%	50,00%
		38,46%	61,54%	100,00%
		19,23%	30,77%	50,00%
	3	4	1	5
		28,57%	8,33%	19,23%
		80,00%	20,00%	100,00%
		15,38%	3,85%	19,23%
	4	-	3	3
			25,00%	11,54%
			100,00%	100,00%
			11,54%	11,54%
Total		14	12	26
		100,00%	100,00%	100,00%
		53,85%	46,15%	100,00%
		53,85%	46,15%	100,00%
Missing		-	-	-
Mean		1,93	2,58	2,23
Std Dev.		0,83	0,90	0,91
Chi-Square		10,40	Signifikant	über 97%
D.F.		3		
Significance		p < .05		

Warning: some cells have an expected value of less than five.

Frage4_r8 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage4_r8: The Economist			
1	5	1	6
	35,71%	8,33%	23,08%
	83,33%	16,67%	100,00%
	19,23%	3,85%	23,08%
2	2	3	5
	14,29%	25,00%	19,23%
	40,00%	60,00%	100,00%
	7,69%	11,54%	19,23%
3	1	2	3
	7,14%	16,67%	11,54%
	33,33%	66,67%	100,00%
	3,85%	7,69%	11,54%
4	6	6	12
	42,86%	50,00%	46,15%
	50,00%	50,00%	100,00%
	23,08%	23,08%	46,15%
Total	14	12	26
	100,00%	100,00%	100,00%
	53,85%	46,15%	100,00%
	53,85%	46,15%	100,00%
Missing	-	-	-
Mean	2,57	3,08	2,81
Std Dev.	1,40	1,08	1,27
Chi-Square	3,06	nicht Sig.	
D.F.	3		
Significance	not sig		

Warning: some cells have an expected value of less than five.

Frage4_r9 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage4_r9: anderen Titel			
1	1	4	5
	7,14%	33,33%	19,23%
	20,00%	80,00%	100,00%
	3,85%	15,38%	19,23%
2	4	-	4
	28,57%		15,38%
	100,00%		100,00%
	15,38%		15,38%
3	3	4	7
	21,43%	33,33%	26,92%
	42,86%	57,14%	100,00%
	11,54%	15,38%	26,92%
4	6	4	10
	42,86%	33,33%	38,46%
	60,00%	40,00%	100,00%
	23,08%	15,38%	38,46%

Total	14	12	26
	100,00%	100,00%	100,00%
	53,85%	46,15%	100,00%
	53,85%	46,15%	100,00%
Missing	-	-	-
Mean	3,00	2,67	2,85
Std Dev.	1,04	1,30	1,16
Chi-Square	6,23	Signifikant	über 85%
D.F.	3		
Significance	not sig		
Warning: some cells have an expected value of less than five.			

Frage4a_r1 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage4a_r1: traditionell, konservativ			
1	3	1	4
	21,43%	8,33%	15,38%
	75,00%	25,00%	100,00%
	11,54%	3,85%	15,38%
2	5	5	10
	35,71%	41,67%	38,46%
	50,00%	50,00%	100,00%
	19,23%	19,23%	38,46%
3	3	4	7
	21,43%	33,33%	26,92%
	42,86%	57,14%	100,00%
	11,54%	15,38%	26,92%
4	3	2	5
	21,43%	16,67%	19,23%
	60,00%	40,00%	100,00%
	11,54%	7,69%	19,23%
Total	14	12	26
	100,00%	100,00%	100,00%
	53,85%	46,15%	100,00%
	53,85%	46,15%	100,00%
Missing	-	-	-
Mean	2,43	2,58	2,50
Std Dev.	1,09	0,90	0,99
Chi-Square	1,20	nicht Sig.	
D.F.	3		
Significance	not sig		
Warning: some cells have an expected value of less than five.			

Frage4a_r10 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage4a_r10: kurz und knapp			
1	7	5	12
	50,00%	41,67%	46,15%
	58,33%	41,67%	100,00%
	26,92%	19,23%	46,15%

	2	6	6	12
		42,86%	50,00%	46,15%
		50,00%	50,00%	100,00%
		23,08%	23,08%	46,15%
	3	1	1	2
		7,14%	8,33%	7,69%
		50,00%	50,00%	100,00%
		3,85%	3,85%	7,69%
Total		14	12	26
		100,00%	100,00%	100,00%
		53,85%	46,15%	100,00%
		53,85%	46,15%	100,00%
Missing		-	-	-
Mean		1,57	1,67	1,62
Std Dev.		0,65	0,65	0,64
Chi-Square		0,17	nicht Sig.	
D.F.		2		
Significance		not sig		
Warning: some cells have an expected value of less than five.				

Frage4a_r11 by LC_2grp_seg

		LC_2grp_seg			
		Group 1	Group 2	Total	
Frage4a_r11: führungsorientiert	1	4	2	6	
		28,57%	16,67%	23,08%	
		66,67%	33,33%	100,00%	
			15,38%	7,69%	23,08%
	2	5	4	9	
		35,71%	33,33%	34,62%	
		55,56%	44,44%	100,00%	
			19,23%	15,38%	34,62%
	3	5	4	9	
		35,71%	33,33%	34,62%	
		55,56%	44,44%	100,00%	
			19,23%	15,38%	34,62%
4	-	2	2		
		16,67%	7,69%		
		100,00%	100,00%		
		7,69%	7,69%		
Total		14	12	26	
		100,00%	100,00%	100,00%	
		53,85%	46,15%	100,00%	
		53,85%	46,15%	100,00%	
Missing		-	-	-	
Mean		2,07	2,50	2,27	
Std Dev.		0,83	1,00	0,92	
Chi-Square		1,49	nicht Sig.		
D.F.		3			
Significance		not sig			
Warning: some cells have an expected value of less than five.					

Frage4a_r12 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage4a_r12: Analysen gesamtwirtschaftlicher Zusammenhänge			
1	7	4	11
	50,00%	33,33%	42,31%
	63,64%	36,36%	100,00%
	26,92%	15,38%	42,31%
2	5	7	12
	35,71%	58,33%	46,15%
	41,67%	58,33%	100,00%
	19,23%	26,92%	46,15%
3	2	1	3
	14,29%	8,33%	11,54%
	66,67%	33,33%	100,00%
	7,69%	3,85%	11,54%
Total	14	12	26
	100,00%	100,00%	100,00%
	53,85%	46,15%	100,00%
	53,85%	46,15%	100,00%
Missing	-	-	-
Mean	1,64	1,75	1,69
Std Dev.	0,74	0,62	0,68
Chi-Square	1,34	nicht Sig.	
D.F.	2		
Significance	not sig		
Warning: some cells have an expected value of less than five.			

Frage4a_r13 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage4a_r13: Börsenanalysen			
1	5	1	6
	35,71%	8,33%	23,08%
	83,33%	16,67%	100,00%
	19,23%	3,85%	23,08%
2	4	6	10
	28,57%	50,00%	38,46%
	40,00%	60,00%	100,00%
	15,38%	23,08%	38,46%
3	3	3	6
	21,43%	25,00%	23,08%
	50,00%	50,00%	100,00%
	11,54%	11,54%	23,08%
4	2	2	4
	14,29%	16,67%	15,38%
	50,00%	50,00%	100,00%
	7,69%	7,69%	15,38%
Total	14	12	26
	100,00%	100,00%	100,00%
	53,85%	46,15%	100,00%
	53,85%	46,15%	100,00%
Missing	-	-	-
Mean	2,14	2,50	2,31

Std Dev. 1,10 0,90 1,01

Chi-Square 2,93 **nicht Sig.**

D.F. 3

Significance not sig

Warning: some cells have an expected value of less than five.

Frage4a_r2 by LC_2grp_seg

	LC_2grp_seg		Total
	Group 1	Group 2	
Frage4a_r2: Ordnungspolitisch, Regelbindung betonend			
1	1	-	1
	7,14%		3,85%
	100,00%		100,00%
	3,85%		3,85%
2	7	3	10
	50,00%	25,00%	38,46%
	70,00%	30,00%	100,00%
	26,92%	11,54%	38,46%
3	5	7	12
	35,71%	58,33%	46,15%
	41,67%	58,33%	100,00%
	19,23%	26,92%	46,15%
4	1	2	3
	7,14%	16,67%	11,54%
	33,33%	66,67%	100,00%
	3,85%	7,69%	11,54%
Total	14	12	26
	100,00%	100,00%	100,00%
	53,85%	46,15%	100,00%
	53,85%	46,15%	100,00%
Missing	-	-	-
Mean	2,43	2,92	2,65
Std Dev.	0,76	0,67	0,75

Chi-Square 2,27 **nicht Sig.**

D.F. 3

Significance not sig

Warning: some cells have an expected value of less than five.

Frage4a_r3 by LC_2grp_seg

	LC_2grp_seg		Total
	Group 1	Group 2	
Frage4a_r3: europakritisch			
1	2	1	3
	14,29%	8,33%	11,54%
	66,67%	33,33%	100,00%
	7,69%	3,85%	11,54%
2	4	4	8
	28,57%	33,33%	30,77%
	50,00%	50,00%	100,00%
	15,38%	15,38%	30,77%
3	6	6	12
	42,86%	50,00%	46,15%
	50,00%	50,00%	100,00%
	23,08%	23,08%	46,15%

	4	2	1	3
		14,29%	8,33%	11,54%
		66,67%	33,33%	100,00%
		7,69%	3,85%	11,54%
Total		14	12	26
		100,00%	100,00%	100,00%
		53,85%	46,15%	100,00%
		53,85%	46,15%	100,00%
Missing		-	-	-
Mean		2,57	2,58	2,58
Std Dev.		0,94	0,79	0,86
Chi-Square		0,52	nicht Sig.	
D.F.		3		
Significance		not sig		
Warning: some cells have an expected value of less than five.				

Frage4a_r4 by LC_2grp_seg

		LC_2grp_seg			
		Group 1	Group 2	Total	
Frage4a_r4: geldorientiert	1	7	2	9	
		50,00%	16,67%	34,62%	
		77,78%	22,22%	100,00%	
			26,92%	7,69%	34,62%
	2	4	8	12	
		28,57%	66,67%	46,15%	
		33,33%	66,67%	100,00%	
			15,38%	30,77%	46,15%
	3	1	-	1	
		7,14%		3,85%	
		100,00%		100,00%	
			3,85%	3,85%	
4	2	2	4		
	14,29%	16,67%	15,38%		
	50,00%	50,00%	100,00%		
		7,69%	15,38%		
Total		14	12	26	
		100,00%	100,00%	100,00%	
		53,85%	46,15%	100,00%	
		53,85%	46,15%	100,00%	
Missing		-	-	-	
Mean		1,86	2,17	2,00	
Std Dev.		1,10	0,94	1,02	
Chi-Square		4,13	nicht Sig.		
D.F.		3			
Significance		not sig			
Warning: some cells have an expected value of less than five.					

Frage4a_r5 by LC_2grp_seg

		LC_2grp_seg		
		Group 1	Group 2	Total
Frage4a_r5: anlageberatend				

	1	7	2	9
		50,00%	16,67%	34,62%
		77,78%	22,22%	100,00%
		26,92%	7,69%	34,62%
	2	4	5	9
		28,57%	41,67%	34,62%
		44,44%	55,56%	100,00%
		15,38%	19,23%	34,62%
	3	2	3	5
		14,29%	25,00%	19,23%
		40,00%	60,00%	100,00%
		7,69%	11,54%	19,23%
	4	1	2	3
		7,14%	16,67%	11,54%
		33,33%	66,67%	100,00%
		3,85%	7,69%	11,54%
Total		14	12	26
		100,00%	100,00%	100,00%
		53,85%	46,15%	100,00%
		53,85%	46,15%	100,00%
Missing		-	-	-
Mean		1,79	2,42	2,08
Std Dev.		0,97	1,00	1,02
Chi-Square		3,29	nicht Sig.	
D.F.		3		
Significance		not sig		
Warning: some cells have an expected value of less than five.				

Frage4a_r6 by LC_2grp_seg

		LC_2grp_seg		
		Group 1	Group 2	Total
Frage4a_r6: international, pragmatisch orientiert				
	1	8	4	12
		57,14%	33,33%	46,15%
		66,67%	33,33%	100,00%
		30,77%	15,38%	46,15%
	2	6	6	12
		42,86%	50,00%	46,15%
		50,00%	50,00%	100,00%
		23,08%	23,08%	46,15%
	3	-	2	2
			16,67%	7,69%
			100,00%	100,00%
			7,69%	7,69%
Total		14	12	26
		100,00%	100,00%	100,00%
		53,85%	46,15%	100,00%
		53,85%	46,15%	100,00%
Missing		-	-	-
Mean		1,43	1,83	1,62
Std Dev.		0,51	0,72	0,64
Chi-Square		1,94	nicht Sig	
D.F.		2		

Significance not sig
 Warning: some cells have an expected value of less than five.

Frage4a_r7 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage4a_r7: Wirtschaft und Politik verbindend			
1	10	5	15
	71,43%	41,67%	57,69%
	66,67%	33,33%	100,00%
	38,46%	19,23%	57,69%
2	4	7	11
	28,57%	58,33%	42,31%
	36,36%	63,64%	100,00%
	15,38%	26,92%	42,31%
Total	14	12	26
	100,00%	100,00%	100,00%
	53,85%	46,15%	100,00%
	53,85%	46,15%	100,00%
Missing	-	-	-
Mean	1,29	1,58	1,42
Std Dev.	0,47	0,51	0,50
Chi-Square	2,34	Signifikant	über 85%
D.F.	1		
Significance	not sig		

Frage4a_r8 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage4a_r8: Interview ausgerichtet			
1	3	2	5
	21,43%	16,67%	19,23%
	60,00%	40,00%	100,00%
	11,54%	7,69%	19,23%
2	5	5	10
	35,71%	41,67%	38,46%
	50,00%	50,00%	100,00%
	19,23%	19,23%	38,46%
3	5	5	10
	35,71%	41,67%	38,46%
	50,00%	50,00%	100,00%
	19,23%	19,23%	38,46%
4	1	-	1
	7,14%		3,85%
	100,00%		100,00%
	3,85%		3,85%
Total	14	12	26
	100,00%	100,00%	100,00%
	53,85%	46,15%	100,00%
	53,85%	46,15%	100,00%
Missing	-	-	-
Mean	2,29	2,25	2,27
Std Dev.	0,91	0,75	0,83

Chi-Square 0,20 **nicht Sig**
 D.F. 3
 Significance not sig
 Warning: some cells have an expected value of less than five.

Frage4a_r9 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage4a_r9: mittelständisch			
1	1 7,14% 33,33% 3,85%	2 16,67% 66,67% 7,69%	3 11,54% 100,00% 11,54%
2	8 57,14% 53,33% 30,77%	7 58,33% 46,67% 26,92%	15 57,69% 100,00% 57,69%
3	4 28,57% 80,00% 15,38%	1 8,33% 20,00% 3,85%	5 19,23% 100,00% 19,23%
4	1 7,14% 33,33% 3,85%	2 16,67% 66,67% 7,69%	3 11,54% 100,00% 11,54%
Total	14 100,00% 53,85% 53,85%	12 100,00% 46,15% 46,15%	26 100,00% 100,00% 100,00%
Missing	-	-	-
Mean	2,36	2,25	2,31
Std Dev.	0,74	0,97	0,84

Chi-Square 2,39 **nicht Sig**
 D.F. 3
 Significance not sig
 Warning: some cells have an expected value of less than five.

Frage5_r1 by LC_2grp_seg

	LC_2grp_seg		
	Group 1	Group 2	Total
Frage5_r1: Wie wichtig sind Ihnen folgende Erscheinungsrythmen? Täglich			
1	3 21,43% 50,00% 11,54%	3 25,00% 50,00% 11,54%	6 23,08% 100,00% 23,08%
2	5 35,71% 50,00% 19,23%	5 41,67% 50,00% 19,23%	10 38,46% 100,00% 38,46%
3	4 28,57% 57,14% 15,38%	3 25,00% 42,86% 11,54%	7 26,92% 100,00% 26,92%

	4	2	1	3
		14,29%	8,33%	11,54%
		66,67%	33,33%	100,00%
		7,69%	3,85%	11,54%
Total	14	12	26	
	100,00%	100,00%	100,00%	
	53,85%	46,15%	100,00%	
	53,85%	46,15%	100,00%	
Missing	-	-	-	
Mean	2,36	2,17	2,27	
Std Dev.	1,01	0,94	0,96	
Chi-Square	0,32	nicht Sig.		
D.F.	3			
Significance	not sig			
Warning: some cells have an expected value of less than five.				

Frage5_r2 by LC_2grp_seg

		LC_2grp_seg		Total	
		Group 1	Group 2		
Frage5_r2: wöchentlich	1	6	1	7	
		42,86%	8,33%	26,92%	
		85,71%	14,29%	100,00%	
			23,08%	3,85%	26,92%
	2	7	8	15	
		50,00%	66,67%	57,69%	
		46,67%	53,33%	100,00%	
			26,92%	30,77%	57,69%
	3	1	2	3	
		7,14%	16,67%	11,54%	
		33,33%	66,67%	100,00%	
			3,85%	7,69%	11,54%
4	-	1	1		
		8,33%	3,85%		
		100,00%	100,00%		
		3,85%	3,85%		
Total	14	12	26		
	100,00%	100,00%	100,00%		
	53,85%	46,15%	100,00%		
	53,85%	46,15%	100,00%		
Missing	-	-	-		
Mean	1,64	2,25	1,92		
Std Dev.	0,63	0,75	0,74		
Chi-Square	3,68	nicht Sig			
D.F.	3				
Significance	not sig				
Warning: some cells have an expected value of less than five.					

Frage5_r3 by LC_2grp_seg

		LC_2grp_seg		Total
		Group 1	Group 2	
Frage5_r3: alle zwei Wochen	2	2	-	2

		14,29%		7,69%
		100,00%		100,00%
		7,69%		7,69%
	3	10	6	16
		71,43%	50,00%	61,54%
		62,50%	37,50%	100,00%
		38,46%	23,08%	61,54%
	4	2	6	8
		14,29%	50,00%	30,77%
		25,00%	75,00%	100,00%
		7,69%	23,08%	30,77%
Total		14	12	26
		100,00%	100,00%	100,00%
		53,85%	46,15%	100,00%
		53,85%	46,15%	100,00%
Missing		-	-	-
Mean		3,00	3,50	3,23
Std Dev.		0,55	0,52	0,59
Chi-Square		3,95	Signifikant	über 85%
D.F.		2		
Significance		not sig		
Warning: some cells have an expected value of less than five.				

Frage5_r4 by LC_2grp_seg

		LC_2grp_seg		
		Group 1	Group 2	Total
Frage5_r4: monatlich				
	1	2	-	2
		14,29%		7,69%
		100,00%		100,00%
		7,69%		7,69%
	2	5	4	9
		35,71%	33,33%	34,62%
		55,56%	44,44%	100,00%
		19,23%	15,38%	34,62%
	3	4	1	5
		28,57%	8,33%	19,23%
		80,00%	20,00%	100,00%
		15,38%	3,85%	19,23%
	4	3	7	10
		21,43%	58,33%	38,46%
		30,00%	70,00%	100,00%
		11,54%	26,92%	38,46%
Total		14	12	26
		100,00%	100,00%	100,00%
		53,85%	46,15%	100,00%
		53,85%	46,15%	100,00%
Missing		-	-	-
Mean		2,57	3,25	2,88
Std Dev.		1,02	0,97	1,03
Chi-Square		4,47	nicht Sig	
D.F.		3		
Significance		not sig		

Warning: some cells have an expected value of less than five.

Frage6 by LC_2grp_seg

	LC_2grp_seg		Total
	Group 1	Group 2	
Frage6: Interesse für technologische Entwicklung zur Nutzung von Medien			
trifft voll zu	5 35,71% 38,46% 19,23%	8 66,67% 61,54% 30,77%	13 50,00% 100,00% 50,00%
trifft eher zu	6 42,86% 75,00% 23,08%	2 16,67% 25,00% 7,69%	8 30,77% 100,00% 30,77%
teils/teils	3 21,43% 100,00% 11,54%	-	3 11,54% 100,00% 11,54%
trifft eher nicht zu	-	2 16,67% 100,00% 7,69%	2 7,69% 100,00% 7,69%
Total	14 100,00% 53,85% 53,85%	12 100,00% 46,15% 46,15%	26 100,00% 100,00% 100,00%
Missing	-	-	-
Mean	1,86	1,67	1,77
Std Dev.	0,77	1,15	0,95
Chi-Square	6,33	Signifikant	über 90%
D.F.	3		
Significance	not sig		

Warning: some cells have an expected value of less than five.

Frage7 by LC_2grp_seg

	LC_2grp_seg		Total
	Group 1	Group 2	
Frage7: Ich lese mittlerweile mehr am Computerbildschirm			
trifft voll zu	-	5 41,67% 100,00% 19,23%	5 19,23% 100,00% 19,23%
trifft eher zu	5 35,71% 62,50% 19,23%	3 25,00% 37,50% 11,54%	8 30,77% 100,00% 30,77%
teils/teils	5 35,71% 71,43% 19,23%	2 16,67% 28,57% 7,69%	7 26,92% 100,00% 26,92%
trifft eher nicht zu	4 28,57% 66,67% 15,38%	2 16,67% 33,33% 7,69%	6 23,08% 100,00% 23,08%

Total	14	12	26
	100,00%	100,00%	100,00%
	53,85%	46,15%	100,00%
	53,85%	46,15%	100,00%
Missing	-	-	-
Mean	2,93	2,08	2,54
Std Dev.	0,83	1,16	1,07
Chi-Square	7,34	Signifikant	über 90%
D.F.	3		
Significance	not sig		

Warning: some cells have an expected value of less than five.

Frage8 by LC_2grp_seg

		LC_2grp_seg		
		Group 1	Group 2	Total
Frage8: Geschlecht				
	weiblich	6	5	11
		42,86%	41,67%	42,31%
		54,55%	45,45%	100,00%
		23,08%	19,23%	42,31%
	männlich	8	7	15
		57,14%	58,33%	57,69%
		53,33%	46,67%	100,00%
		30,77%	26,92%	57,69%
Total		14	12	26
		100,00%	100,00%	100,00%
		53,85%	46,15%	100,00%
		53,85%	46,15%	100,00%
Missing		-	-	-
Mean		1,57	1,58	1,58
Std Dev.		0,51	0,51	0,50
Chi-Square		0,00	nicht Sig	
D.F.		1		
Significance		not sig		

Frage9 by LC_2grp_seg

		LC_2grp_seg		
		Group 1	Group 2	Total
Frage9: Alter				
	26-34	3	2	5
		21,43%	16,67%	19,23%
		60,00%	40,00%	100,00%
		11,54%	7,69%	19,23%
	35-49	5	4	9
		35,71%	33,33%	34,62%
		55,56%	44,44%	100,00%
		19,23%	15,38%	34,62%
	50-64	4	6	10
		28,57%	50,00%	38,46%
		40,00%	60,00%	100,00%
		15,38%	23,08%	38,46%
	65 und älter	2	-	2

	14,29%		7,69%
	100,00%		100,00%
	7,69%		7,69%
Total	14	12	26
	100,00%	100,00%	100,00%
	53,85%	46,15%	100,00%
	53,85%	46,15%	100,00%
Missing	-	-	-
Mean	4,36	4,33	4,35
Std Dev.	1,01	0,78	0,89
Chi-Square	1,65	nicht Sig	
D.F.	3		
Significance	not sig		
Warning: some cells have an expected value of less than five.			
