## Sozio-Demographics

### Well-educated men with high income

<table>
<thead>
<tr>
<th>Gender</th>
<th>User Ratio (%)</th>
<th>Index</th>
<th>Education</th>
<th>User Ratio (%)</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>male</td>
<td>69</td>
<td>141</td>
<td>General Education</td>
<td>25</td>
<td>77</td>
</tr>
<tr>
<td>female</td>
<td>31</td>
<td>60</td>
<td>Secondary</td>
<td>29</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Abitur (A-Level)</td>
<td>18</td>
<td>121</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>University</td>
<td>27</td>
<td>136</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th></th>
<th></th>
<th>Household net income</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>16-19</td>
<td>4</td>
<td>87</td>
<td>below 1000 EUR</td>
<td>6</td>
<td>80</td>
</tr>
<tr>
<td>20-29</td>
<td>18</td>
<td>128</td>
<td>1000-2000 EUR</td>
<td>21</td>
<td>77</td>
</tr>
<tr>
<td>40-49</td>
<td>23</td>
<td>140</td>
<td>3000 EUR and more</td>
<td>48</td>
<td>120</td>
</tr>
<tr>
<td>50-59</td>
<td>20</td>
<td>108</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>60 and older</td>
<td>17</td>
<td>53</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: agof daily digital facts; based on: 284,630 unweighted cases (total population from 16 yrs +); data in percent and as an index for December 2019 for the overall digital offer; Index: user ratio of teltarif.de (desktop and mobile) in relation to the user ratio of the total population.
Many influencers and early adopters

More users of teltarif.de than average are saying*:

- In a discussion I'm usually the dominant speaker!
  - 34 % of teltarif.de users vs. 28 % of the total population

- I'm usually one of the first among my acquaintances to try out new technologies!
  - 29 % of teltarif.de users vs. 21 % of the total population

- I'm always mobile and constantly on the go!
  - 74 % of teltarif.de users vs. 67 % of the total population

- I'm willing to pay more for high quality products.
  - 80 % of teltarif.de users vs. 76 % of the total population

* Statements apply entirely or predominantly

Source: agof daily digital facts; based on: 284,630 unweighted cases (total population from 16 yrs +); data in percent for December 2019 for the overall digital offer.
Users with experience in e-commerce

71% of teltarif.de's users are shopping online at least occasionally.

This affinity for online shopping is not related to telecommunications alone, but includes different products from various other topics as well:

![Bar chart showing users buying products online from different categories]

### SOZIO-DEMOGRAPHICS STATEMENTS SHOPPING AFFINITY BUSINESS USERS CONTACT

We will be glad to provide you with more data concerning product affinities. Feel free to contact us!

Source: agof daily digital facts; based on: 278,762 unweighted cases (desktop and/or mobile internet users in the last three months from 16 yrs +); data in percent for December 2019 for the overall digital offer.
Insertion unit *teltarif.de BUSINESS* for addressing business clients and professionals in telecommunications

Almost one third (30.6%) of teltarif.de’s users are taking decisions* in their company!

* owners, managers, chief executives

source: own survey among our readers

*teltarif.de BUSINESS*

- presents information about tariffs for business clients
- contains datasheets about business phones
- covers company take-overs
- informs about conference calls services
- can be reached via: www.teltarif.de/business
- had 530,000 unique users in December 2019
- has a promising user profile (see chart on the right)

users of teltarif.de BUSINESS

\[
\begin{array}{c|c|c|c|c}
 & \text{teltarif.de Business} & \text{total population} \\
\hline
\text{male} & 69 & 49 & \hline
\text{household net income EUR 3000+} & 50 & 40 & 44 & 34 \\
\end{array}
\]

Source: agof daily digital facts; based on: 284,630 unweighted cases (total population from 16 yrs +); data in percent for December 2019 for the overall digital offer.
teltarif.de Onlineverlag GmbH, marketing

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