

READER PROFILE BTC 2017

154.000 readers

If you only advertise in the media listed below, many of Ingeniøren's 154.000 readers will be out of reach:

94% do not read Berlingske

94% do not read Børsen

93% do not read Jyllands-Posten

89% do not read Politiken

75% do not read newspapers (Berlingske, Jyllands-Posten, Politiken)

		Pct. of Ingeniøren's readers	Pct. of population	Index Ingeniøren's readers compared to population
Sex	Man	71%	49%	144
	Woman	29%	51%	58
Age	12 - 24 years	18%	19%	94
	25 - 39 years	29%	21%	136
	40 - 59 years	31%	32%	98
	60 years or above	22%	28%	79
Residence	Copenhagen	45%	31%	146
	Zealand	7%	15%	49
	Southern Denmark	16%	21%	76
	Mid Jutland	20%	23%	88
	Northern Jutland	12%	10%	112
Personal income	Up to DKK 99.999	18%	17%	105
	DKK 100.000 - 199.999	12%	18%	68
	DKK 200.000 - 399.999	21%	35%	59
	DKK 400.000 - 599.999	29%	15%	191
	DKK 600.000 or above	16%	6%	266
Household income	Up to DKK 299.999	17%	21%	80
	DKK 300.000 - 499.999	15%	18%	84
	DKK 500.000 - 699.999	12%	16%	75
	DKK 700.000 or above	41%	24%	175
Province	East of the Great belt	53%	46%	115
	West of the Great belt	48%	54%	87
Educational background	Primary school, elementary school	11%	19%	56
	High school	10%	12%	85
	Vocational education	12%	31%	39
	Higher education	67%	38%	177
Considers purchase of	Smartphone	36%	31%	118
	Tablet	19%	15%	129
	Flat screen TV	28%	18%	152
	Car	28%	26%	108
	Bicycle	20%	17%	120
	Private planetickets	50%	43%	116
Will purchase or substitute within the next year	Electronical goods	12%	14%	85
	New roof	2%	5%	47
	New bath room, modernising bath room	6%	10%	62
	New floors	14%	10%	137
Active employed BTB decision maker		60%	52%	116
		47%	41%	117

Source: Index DK/ Gallup Marketing 1H2016