

Übersichtstabelle mit CELLSET (zusammengesetzte CELLELEMENTs)

Die Zellen enthalten:
 Qualität: Mittelwert, % Top-2, % Bottom-2 (rot),
 Kaufbereitschaft: Mittelwert, % Top-2, % Bottom-2 (blau)
 gewichtete Basis (grün)

	Total	Geschlecht		Irgendein Kopf			
		männlich	weiblich	alle	fast alle	ein paar	wenige
		N	346	179	168	346	321
Spiegel	2.44 40.0% 47.4% 2.97 38.3% 51.8% 317	2.01 40.6% 44.2% 3.08 36.3% 51.0% 166	2.91 39.5% 50.9% 2.85 40.5% 52.6% 152	2.44 40.0% 47.4% 2.97 38.3% 51.8% 317	2.41 41.6% 45.2% 2.99 38.2% 51.1% 294	2.75 25.2% 62.0% 3.02 35.7% 54.1% 217	3.23 32.3% 29.0% 2.67 58.3% 33.3% 41
Die Zeit	3.09 24.7% 42.4% 3.00 38.3% 51.5% 253	3.06 23.3% 43.5% 2.92 44.3% 44.7% 130	3.13 26.3% 41.2% 3.08 31.9% 58.8% 124	3.09 24.7% 42.4% 3.00 38.3% 51.5% 253	3.07 25.1% 42.6% 2.99 38.6% 51.3% 237	3.16 18.2% 64.2% 2.98 40.1% 49.0% 186	4.42 13.5% 5.4% 3.03 30.8% 59.0% 48
FAZ	3.07 36.5% 49.3% 0.00 0.0% 0.0% 317	3.05 37.2% 47.4% 0.00 0.0% 0.0% 164	3.10 35.7% 51.3% 0.00 0.0% 0.0% 153	3.07 36.5% 49.3% 0.00 0.0% 0.0% 317	3.09 35.6% 50.2% 0.00 0.0% 0.0% 291	3.03 39.9% 45.1% 0.00 0.0% 0.0% 203	3.25 25.0% 66.7% 0.00 0.0% 0.0% 48
die tageszeitung	2.94 40.0% 48.9% - 0.0% 0.0% 321	2.98 38.2% 50.6% - 0.0% 0.0% 166	2.90 41.9% 47.0% - 0.0% 0.0% 156	2.94 40.0% 48.9% - 0.0% 0.0% 321	2.96 38.1% 50.7% - 0.0% 0.0% 297	2.97 40.6% 47.1% - 0.0% 0.0% 206	2.71 48.6% 40.0% - 0.0% 0.0% 47
Stern	2.90 41.3% 46.3% - 0.0% 0.0% 332	3.02 39.5% 45.5% - 0.0% 0.0% 168	2.79 43.1% 47.2% - 0.0% 0.0% 164	2.90 41.3% 46.3% - 0.0% 0.0% 332	2.89 40.9% 47.0% - 0.0% 0.0% 306	2.99 38.5% 47.8% - 0.0% 0.0% 214	2.79 44.7% 50.0% - 0.0% 0.0% 51
Tagesspiegel	3.09 35.5% 52.9% 4.84 15.4% 20.5% 311	3.23 31.6% 53.8% 5.05 15.4% 17.9% 164	2.94 40.0% 51.8% 4.63 15.4% 23.1% 146	3.09 35.5% 52.9% 4.84 15.4% 20.5% 311	3.09 36.2% 51.8% 4.76 15.3% 21.8% 290	3.09 34.0% 56.0% 4.73 15.2% 21.2% 200	3.24 38.2% 44.1% 4.37 11.4% 28.6% 45
Süddeutsche	3.01 38.1% 46.7% 4.87 15.2% 22.2% 316	3.08 33.6% 51.8% 5.08 13.1% 20.5% 164	2.92 43.0% 41.2% 4.62 17.6% 24.1% 152	3.01 38.1% 46.7% 4.87 15.2% 22.2% 316	3.00 38.0% 47.1% 4.86 15.9% 22.9% 294	3.10 35.7% 46.5% 4.75 14.8% 24.2% 209	2.86 42.9% 45.7% 5.68 10.8% 13.5% 47
Handelsblatt	3.02 39.5% 44.1% 4.44 22.5% 21.7% 317	2.91 41.6% 45.6% 4.16 25.3% 22.0% 166	3.13 37.2% 42.5% 4.73 19.5% 21.2% 150	3.02 39.5% 44.1% 4.44 22.5% 21.7% 317	3.02 39.2% 43.7% 4.43 22.5% 22.0% 295	3.05 40.6% 40.0% 4.29 24.2% 18.3% 206	3.05 35.1% 48.6% 4.56 19.4% 25.0% 49