


**Population in 1'000**

No. Of inhabitants 1988 <sup>5</sup>	6'567	77'900 <sup>3</sup>	55'966	57'084	56'609	7'602	360'813 <sup>3</sup>
No. Of inhabitants 1999 <sup>1</sup>	7'200	82'000	59'100	59'200	57'700	8'100	375'300
No. Of inhabitants 2020 <sup>2</sup>	7'624	80'996	61'500	59'845	52'913	8'279	371'123
Unemployment rate in % 1999 <sup>1</sup>	2.7	8.7	11.3	6.1	11.4	3.7	9.2

**Surface area (1998) <sup>5</sup>**

Surface area in 1'000 km <sup>2</sup>	41	357	544	242	301	84	3'191
Inhabitants per km <sup>2</sup>	172	230	108	244	191	96	117

**Gross domestic product (1999) <sup>1</sup>**

Gross domestic product (GDP) in billions. USD	259.1	2'097.1	1'434.3	1'439.0	1'169.8	207.9	8'478.2
GDP per inhabitant in USD	36'160	25'581	24'272	24'308	20'289	25'694	22'588

**Advertising expenditure (1998) <sup>4</sup>**

Classical media ( in billions USD)	2.6	19.5	9.8	14.7	7.0	1.6	-
per capital (USD)	361	238	166	250	121	247	-
Mediasplit (in %)	%	%	%	%	%	%	
Newspapers	54	45	24	40	22	31	-
Magazines	18	24	23	18	15	27	-
TV	12	23	34	32	53	24	-
Radio	3	3	7	4	5	10	-
Cinema	1	1	1	1	1	1	-
Outdoor advertising	12	3	12	4	4	7	-

Quellen:

1 - UBS, Switzerland in figures 2000

2 - Eurostat Yearbook 2000 / forcast of the United Nations

3 - Data of the former GDR included

4 - EMM 1999

5 - Eurostat Yearbook 2000

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 go4media.ch Feb./01

Working hours <sup>1</sup>													
	Zurich	Amsterdam	Berlin	Budapest	Hongkong	Jakarta	London	Moskau	Nairobi	New York	Paris	Tokyo	Vienna
<b>Working hours per year</b> (max: Santiago de Chile: 2'244 min: Paris: 1'587)	1'868	1'686	1'666	1'988	2'181	2'065	1'833	1'824	2'164	1'882	1'587	1'864	1'699
<b>Vacation per year <sup>2</sup></b> (max: Madrid: 31.3 min: Chicago: 10.5)	24.7	31.0	31.2	23.8	13.8	11.0	22.2	21.4	28.0	13.3	28.3	20.5	27.4

<sup>1</sup> Weighted average of 11 different occupations (excluding teachers)

<sup>2</sup> Paid working days

Working time required to buy... <sup>3</sup>													
(in minutes)	Zurich	Amsterdam	Berlin	Budapest	Hongkong	Jakarta	London	Moskau	Nairobi	New York	Paris	Tokyo	Vienna
<b>1 hamburger (Big Mac)</b> (max: Nairobi 178; min: Hongkong+Tokyo 9)	15	16	17	82	9	146	18	74	178	12	19	9	16
<b>1 kg of bread</b> (max: Shanghai: 103, min: London: 6)	10	10	10	25	15	85	6	25	64	15	17	14	13

<sup>3</sup> The price of the product cited is divided by the weighted net hourly wage in 12 occupations

Net income of...													
(in CHF)	Zurich	Amsterdam	Berlin	Budapest	Hongkong	Jakarta	London	Moskau	Nairobi	New York	Paris	Tokyo	Vienna
<b>Automobile mechanics <sup>4</sup></b> max: New York: 49'800, min: Mumbai (Bombay)+Nairobi: 2'200	41'200	20'800	22'300	3'300	31'700	2'300	32'000	5'200	2'200	49'800	19'400	49'100	24'400
<b>Skilled industrial workers <sup>5</sup></b> max: Tokyo: 78'700; min: Moskau <sup>6</sup> : 700	57'300	29'800	27'100	3'600	34'900	3'200	36'500	700 <sup>6</sup>	2'100	56'200	23'300	78'700	32'100
<b>Secretaries <sup>7</sup></b> max: Tokyo: 49'600; min: Moskau <sup>6</sup> : 1'800	47'300	23'600	25'300	3'600	30'400	4'300	34'400	1'800 <sup>6</sup>	3'500	42'900	24'400	49'600	26'900
<b>Saleswomen <sup>8</sup></b> max: Tokyo: 43'600; min: Nairobi: 800	35'200	18'400	20'800	2'400	23'300	1'700	23'200	1'500	800	35'500	19'900	43'600	20'800

<sup>4</sup> With completed apprenticeship and about 5 years experience; approx. 25 years old, single

<sup>5</sup> Skilled workers with vocational training and about 10 years experience with a large company in the metalworking industry; approx. 35 years old, married, two children

<sup>6</sup> Salaries paid by private companies under Western ownership or with significant Western investors are approx. 25 to 30 times higher

<sup>7</sup> Secretary to a department manager in an industrial or commercial company, about 5 years experience (computer knowledge, one foreign language); approx. 25 years old, single

<sup>8</sup> Employed in ladies' clothing section of a large department store; sales training plus some years of selling experience; about 20-25 years old, single

Exchange rates used: average rates in the period during which the survey was conducted

Source: UBS AG, Prices and Earnings Around the Globe 2000 (survey: second quarter of 2000)

## Restaurant and hotel prices

(in CHF)	Zurich	Amsterdam	Berlin	Budapest	Hongkong	Jakarta	London	Moskau	Nairobi	New York	Paris	Tokyo	Vienna
<b>Restaurant</b> <sup>9</sup> (max: Tokyo: 109 min: Nairobi: 17)	52	47	42	23	75	29	73	86	17	81	42	109	35
<b>Hotel</b> <sup>10</sup> (max: London 750 min: Jakarta: 180)	510	490	380	410	450	180	750	530	410	710	640	660	450

<sup>9</sup> Price of a dinner for one (rib or sirloin steak with two vegetables and a dessert, without drinks incl. Service, in a good restaurant)

<sup>10</sup> Price of a double room with private bathroom, including breakfast and service, in a first class international hotel

## Price of public transport

(in CHF)	Zurich	Amsterdam	Berlin	Budapest	Hongkong	Jakarta	London	Moskau	Nairobi	New York	Paris	Tokyo	Vienna
<b>Bus/Tram/Underground</b> <sup>11</sup> (max: Frankfurt: 3.99; min: Mumbai (Bombay): 0.21)	3.60	2.27	3.12	0.60	2.47	0.50	3.69	0.24	0.55	2.49	1.91	2.97	2.16
<b>Taxi</b> <sup>12</sup> (max: Los Angeles: 24.26, min: Mumbai (Bombay): 1.61)	22.00	17.73	15.58	6.96	7.68	1.99	18.45	5.33	10.91	16.61	13.11	23.43	15.44

<sup>11</sup> Price of a one-way ride on public transport (bus, tram or underground) of about 10 km (6 miles) or at least 10 stops

<sup>12</sup> Price of a 5-km daytime ride (3 miles) within city limits, incl. Tip

Apartment Rents<sup>13</sup>

(in CHF)	Zurich	Amsterdam	Berlin	Budapest	Hongkong	Jakarta	London	Moskau	Nairobi	New York	Paris	Tokyo	Vienna
<b>Furnished 4-room apartment</b> <sup>14</sup> (max: Hongkong: 9'670; min: Nikosia: 1'040)	2'900	2'840	2'280	3'010	9'670	7'970	6'110	5'030	2'510	7'480	2'860	5'860	2'720
<b>Unfurnished 3-room apartment</b> <sup>15</sup> (max: London: 4'070; min: Nairobi: 590)	1'900	1'880	1'180	1'330	3'870	3'330	4'070	2'520	590	3'650	1'620	3'590	1'360

<sup>13</sup> Average monthly rents (excluding extreme values) on the free housing market at the time of this survey

<sup>14</sup> The rents quoted are for apartments built after 1980 (4 rooms, kitchen, bathroom and garage, including all ancillary costs) that provide a standard of comfort European executives would expect and are located in an upmarket residential area

<sup>15</sup> The rents quoted are for apartments built after 1980 (3 rooms, kitchen, bathroom, no garage, including ancillary costs) that provide a typical local standard of comfort and are close to the city centre

## Prices

(in CHF)	Zurich	Amsterdam	Berlin	Budapest	Hongkong	Jakarta	London	Moskau	Nairobi	New York	Paris	Tokyo	Vienna
<b>Food basket</b> <sup>16</sup> (max: Tokyo: 1'324; min: Mumbai (Bombay): 207)	807	552	477	253	648	391	503	292	292	764	589	1'324	554
<b>Combined goods and services basket</b> <sup>17</sup> (max: Tokyo: 3'830; min: Mumbai (Bombay): 1'246)	2'735	2'028	1'927	1'246	2'422	1'427	2'593	1'616	1'486	2'839	2'231	3'830	2'206

<sup>16</sup> Cost of a basket of 39 food items

<sup>17</sup> Total cost of a basket of 108 goods and services (excluding rent) weighted principally by European consumer habits. The basket includes 39 food items.