


Media Details
CorrierEconomia


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CorrierEconomia is *Corriere della Sera's* economic supplement, created by the coming together of *Corriere Economia* and *Corriere Soldi*.

It sets out to present a comprehensive view of the economic and financial world using a two-pronged approach. Every Monday **CorrierEconomia** tackles the whole gamut of business - from the politico-economic aspects to the evolution of technology, and the analysis of mature and emerging markets. But **CorrierEconomia** goes beyond the macro to act as a veritable guidebook of down-to-earth financial advice for Italian families, offering an exhaustive treatment of issues such as savings, taxes, finance, and investments.



Source: Sinottica 2004-1

Based on: adults

C.I.: Concentration Index

Reader profile	% comp	C.I.
Gender		
Male	81	168
Female	19	37
Age		
14-17	1	25
18-24	4	42
25-34	15	81
35-44	21	119
45-54	22	143
55-64	15	115
Over 64	22	103
Geographical areas		
North-west	57	214
North-east	12	65
Centre	11	58
South	12	52
Islands	7	63
Qualifications		
Primary School	6	20
School Leaving Certificates	27	69
High School Certificates	45	181
Graduates	22	331
Socio-Economic Class		
High class	7	202
Middle-high class	32	203
Middle class	53	95

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Styles that dominate	C.I.
Financial Tendencies	
VIP dependent	160
VIP independent	699
Financial attitudes	
I check my bank statements carefully	147
I feel competent with financial matters	219
I look for good investments for my money	189
I look for new ways to increase my income	124
I enjoy spending	109
I keep track of the stock exchange	469
I keep track of advertisements for financial services	437
I believe I am a good financial manager with my money	117
Banking	
Yes	130
Number of banks used	
2 banks	329
3 banks or more	554
Investment Funds	
Yes	343
Home loan	
Yes, in the past	232
Yes, now	143
Different Products	
Government Securities	141



	C.I.
Shares	214
Bonds	322
Deposit Certificates	328
Property investments	
Yes	228
Private medical insurance	
Yes	429
Personal life insurance	
Yes	250
Personal life insurance/retirement investment fund	
Yes	202
Own a Credit Card	
Yes	313
Number of Credit Cards	
1 card	267
2 cards	434
Buying preferences	
If I like something, I don't care about the price	133
I do my research before major purchases	109
I choose products/brands that provide after-sales service	120
I separate my rubbish into recyclables, paper, etc	134
I like changing brands	104


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Buying preferences

I buy on impulse products I've never thought about before	108
I am very interested in new technologies	124
I buy the most well known brands	114

There is a car in the House

Yes	111
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Number of cars owned

1 car	110
2 cars	102
3 cars or more	141

I own a car

Yes	148
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Attitudes to cars

I enjoy driving	138
It's essential that my car makes me look good	190
A car should express the personality of its owner	204
My car is like a second home	117
A car is necessary for me to enjoy my leisure time	164
I like driving fast and assertively	142
I like cars with an original appearance	128
Comfort is the most important thing I look for in a car	265
I like innovative models	213

Holidays (at least 7 days)

Yes	154
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C.I.


Attitudes to vacations

I trust Experts	120
I don't mind roughing it	132
I prefer roaming holidays	130
I prefer cultural holidays	139
I like to meet new people on holiday	113
I don't care about the cost	159
I love changing destinations	112

International travel for tourism

Yes	214
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Number of international trips for tourism

1	172
More than 1	369

International travel for work/study

Yes	275
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Number of international trips for work/study

1	182
More than 1	391

Long Weekends

Yes	216
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Frequency of Long Weekends

More than 3 weekends	343
3 weekends	166
2 weekends	155
1 weekend	223

C.I.



C.I.

I have done/visites... (last 3 months)

Theatre	241
Conferences and cultural events	267
Museums/exhibitions	290
Bookshop	176
Monuments/churches	238
Archeological sites	331

Type of museum/exhibition visited

Painting	374
Sculpture	323
Architecture/design	222
Photographic	247

Where have you visited museums/exhibitions?

In your city	256
In another Italian city	378
Abroad	363

Classic Music concerts/Opera (last 3 months)

Yes	428
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Pop/rock Concert (last 3 months)

Yes	171
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Awareness of Advertising

High	164
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