



Profile of Train TV's viewers

First Half 2019

Coverage of S-train screens (Train TV)

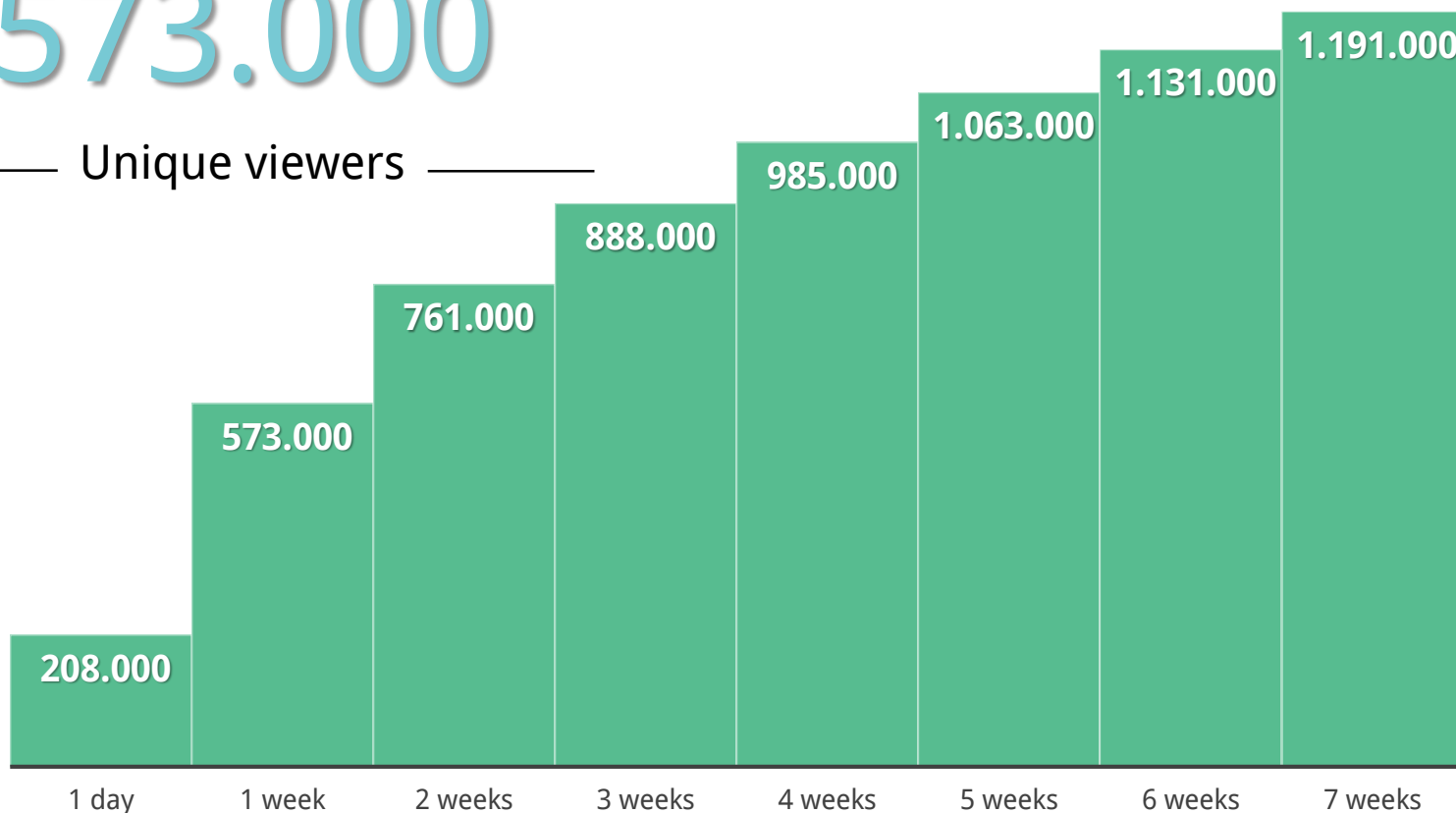
Number of viewers – Daily and weekly



— In one week you reach —

573.000

— Unique viewers —



Exposure-figures, S-train screens

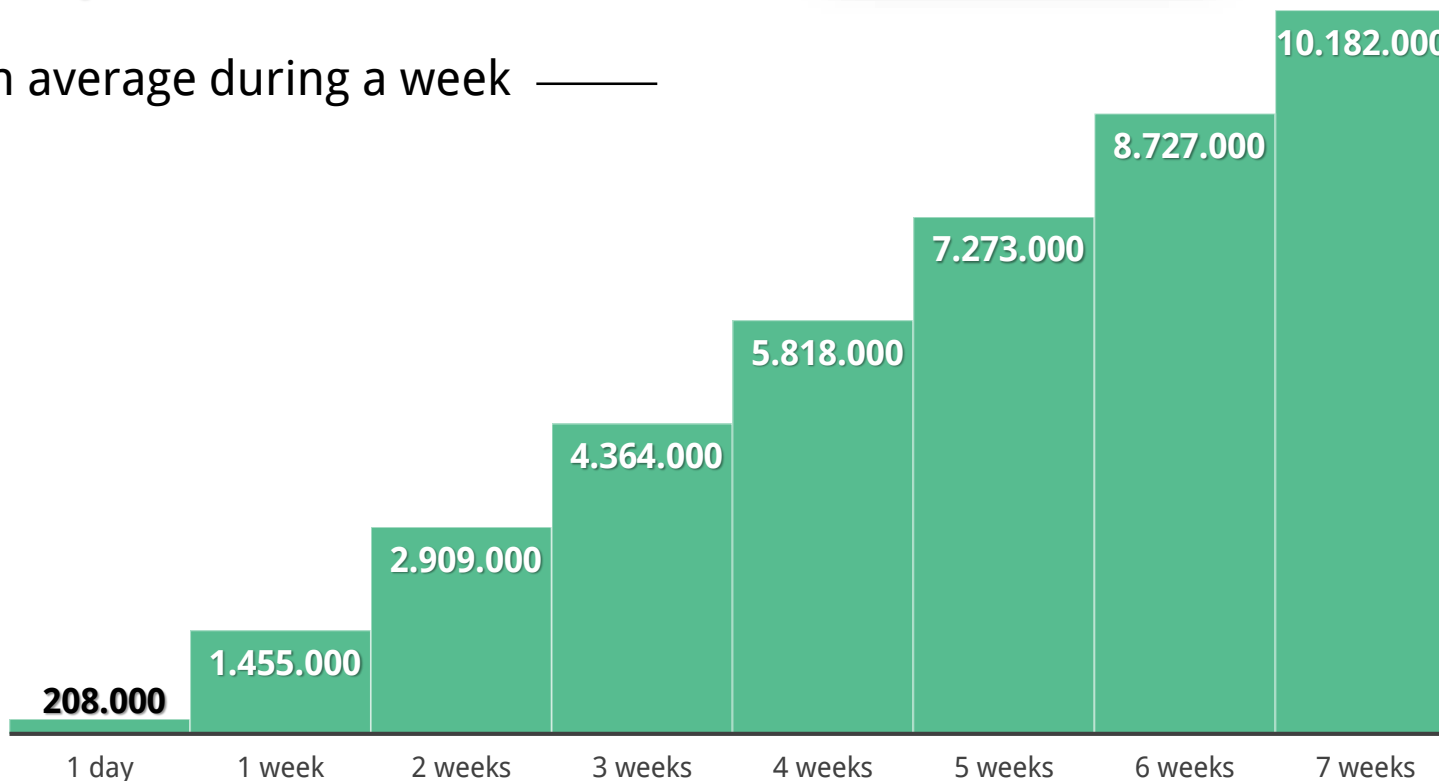
Number of viewers – Daily and weekly



Every viewer is exposed

2,5 times

on average during a week



Coverage in the Capital Region

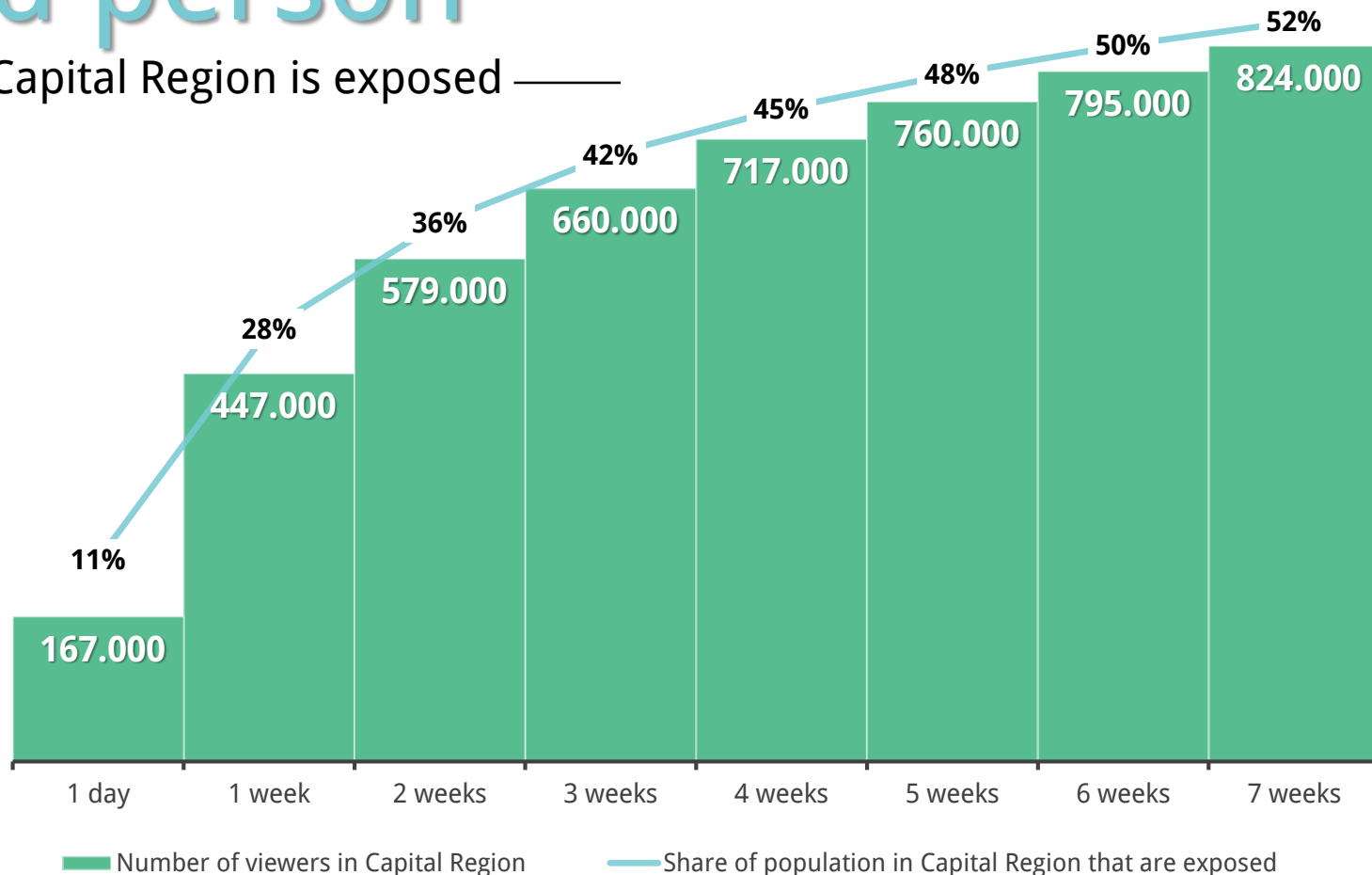
Number of viewers – Daily and weekly, and share of population



— In 2 weeks, more than every —

3rd person

— In the Capital Region is exposed —

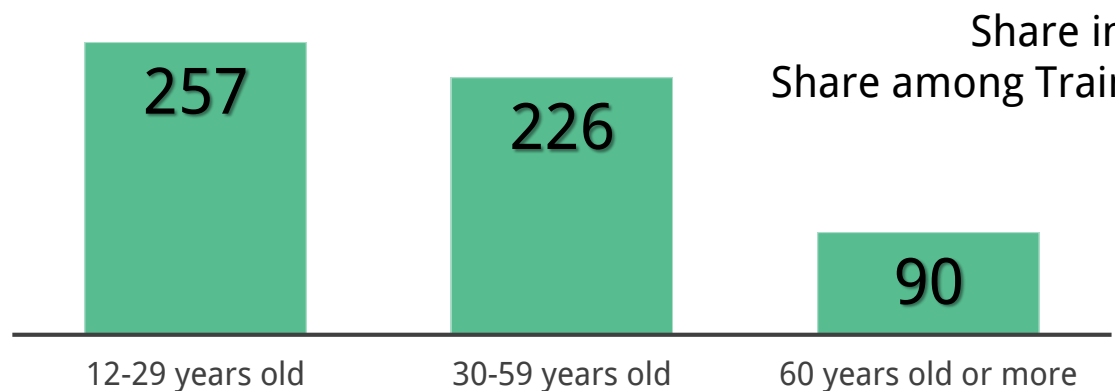


Viewers distribution by Age and Sex

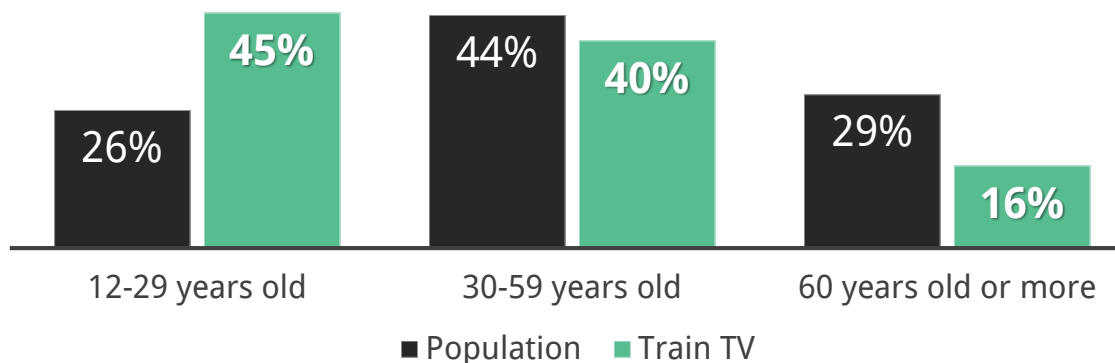
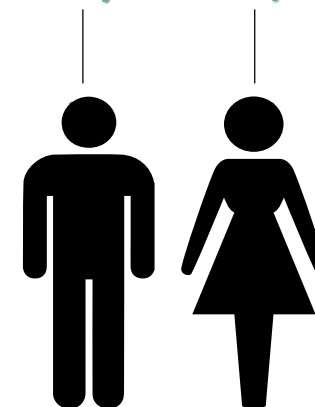
Number of viewers in 1.000 and share of viewers in a week on Train TV



Train TV

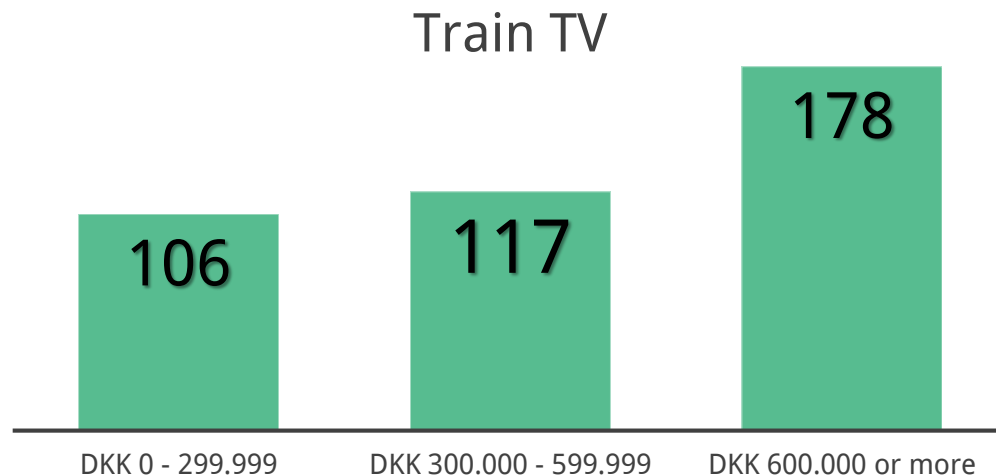


Share in population: 49,5% 50,5%
Share among Train TV viewers: **53,3%** **46,7%**



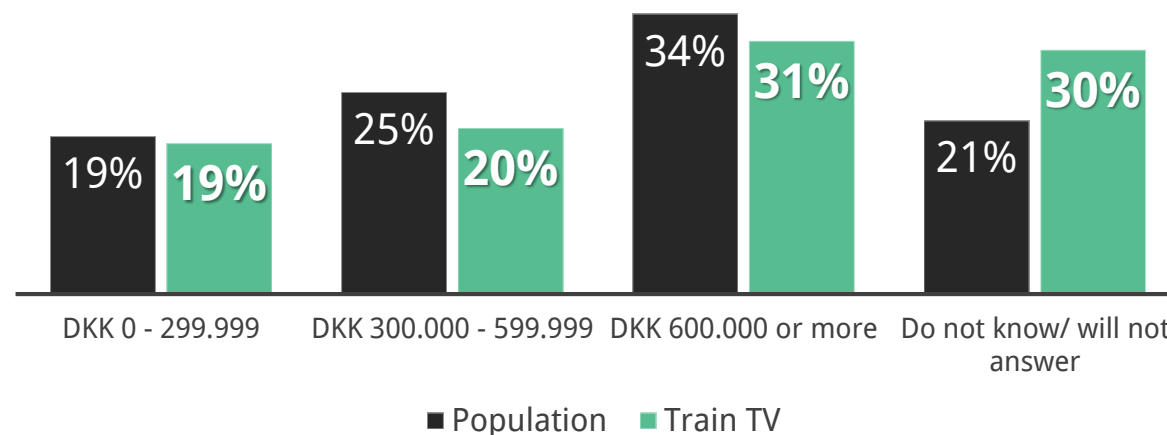
Viewers distribution by Joint Household income

Number of viewers in 1.000 and share of viewers in a week on Train TV



The average monthly disposable income for Train TV viewers

13.424 DKK

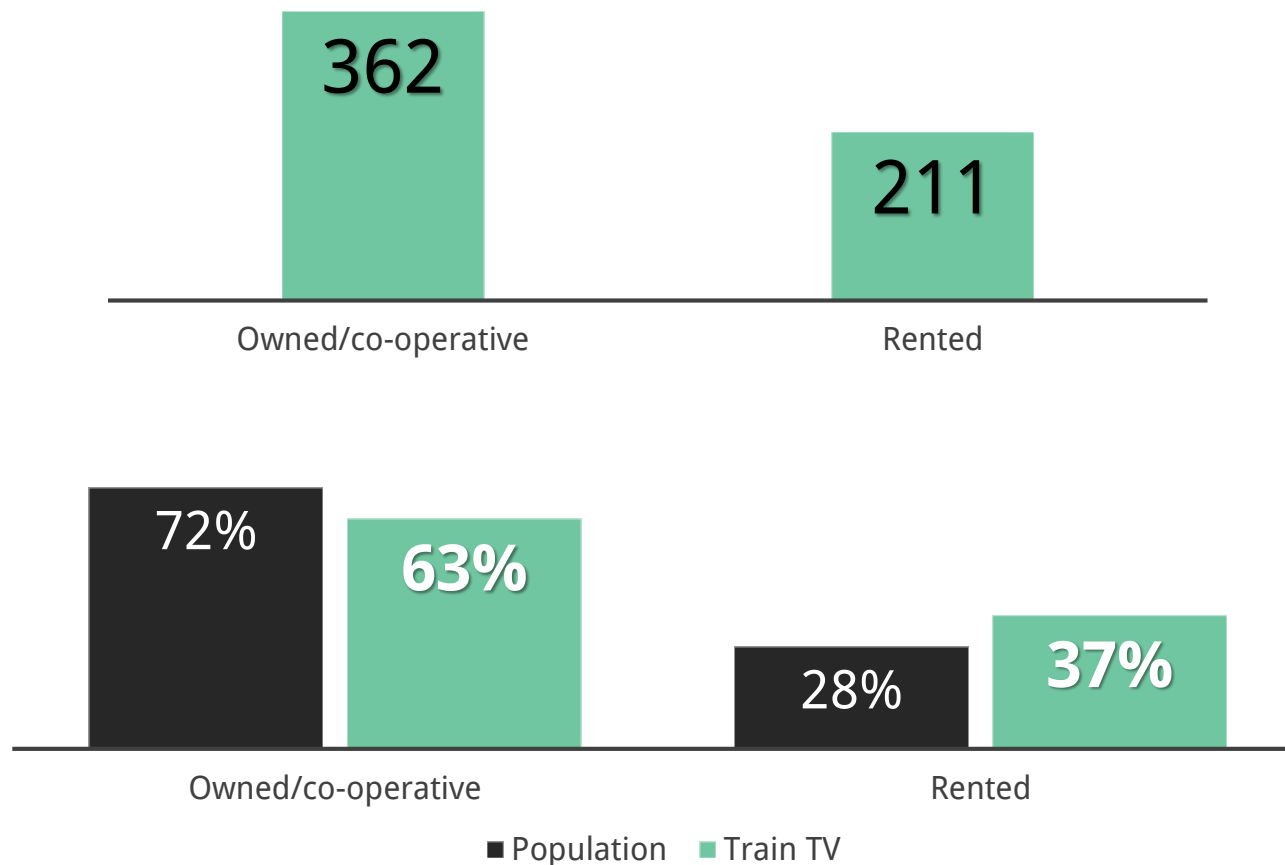


Viewers distribution by Accomodation

Number of viewers in 1.000 and share of viewers in a week on Train TV

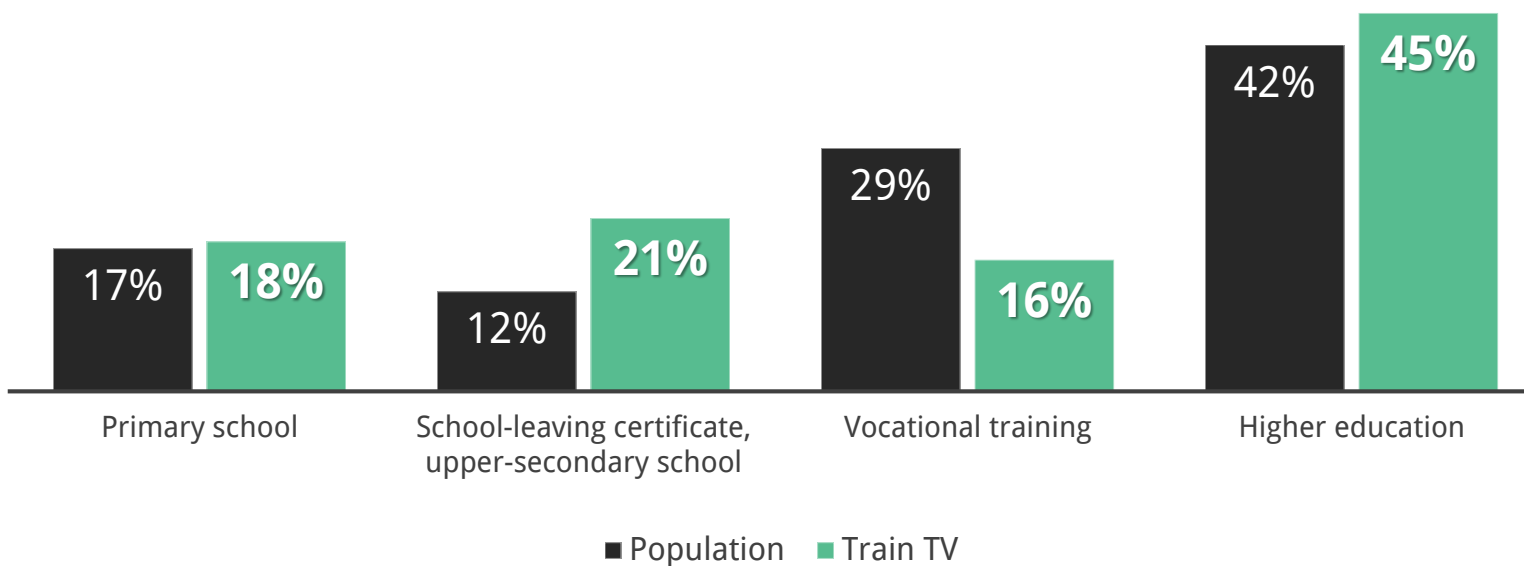
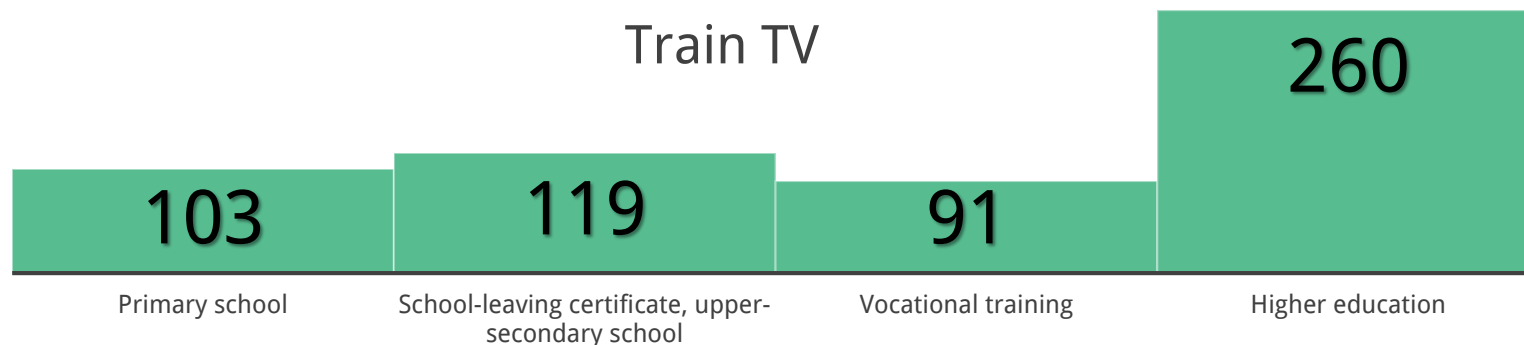


1 week on Train TV



Viewers Education

Number of viewers in 1.000 and share of viewers in a week on Train TV

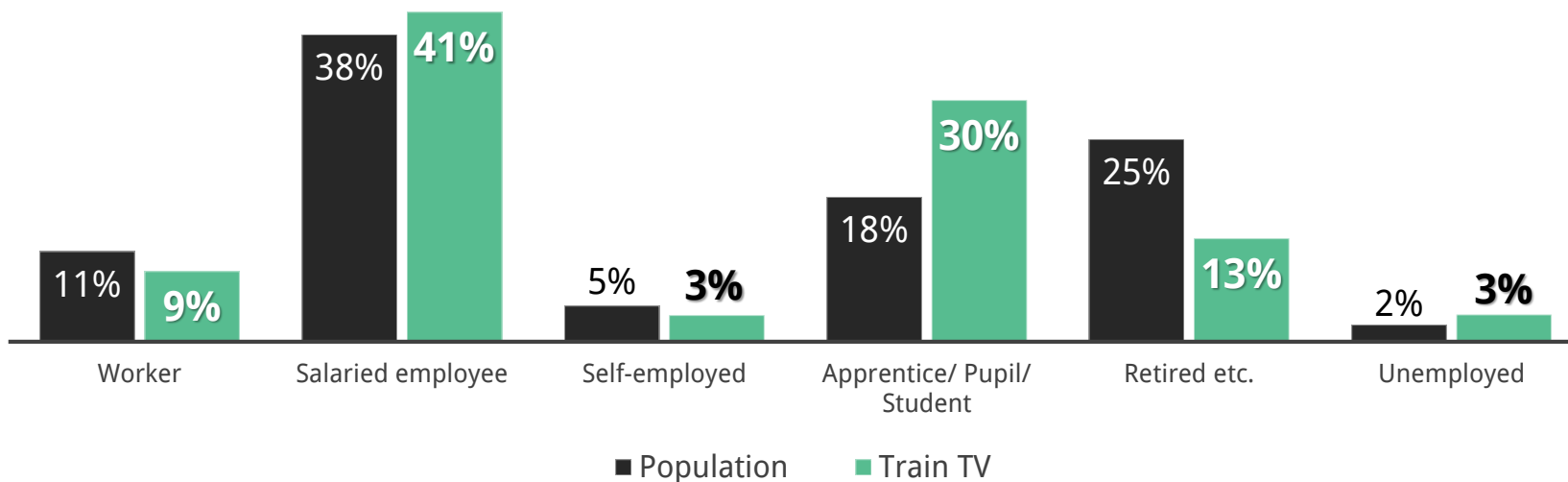
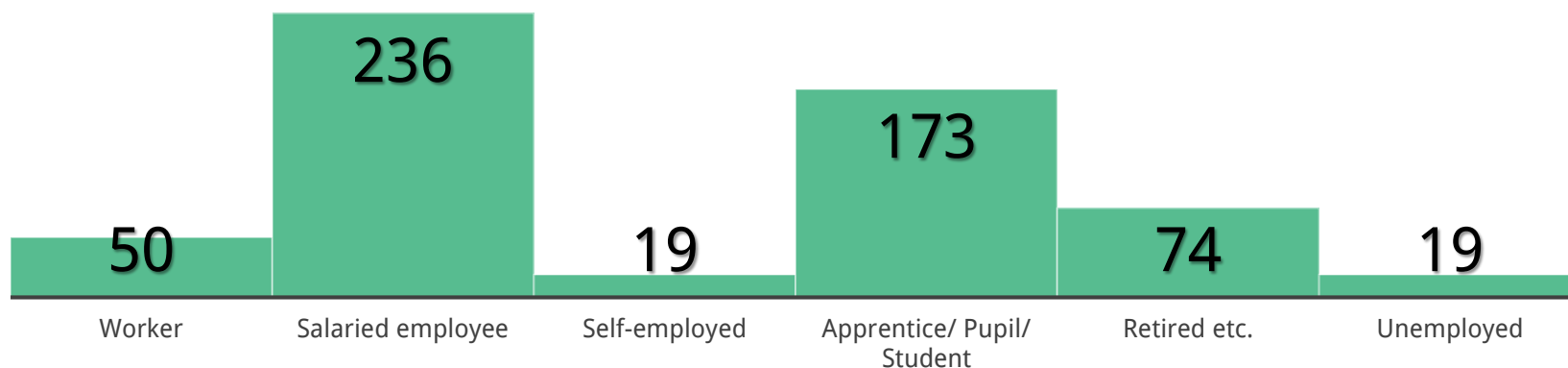


Viewers Employment

Number of viewers in 1.000 and share of viewers in a week on Train TV



Train TV



“No Thank You to Advert. and free Newspapers”

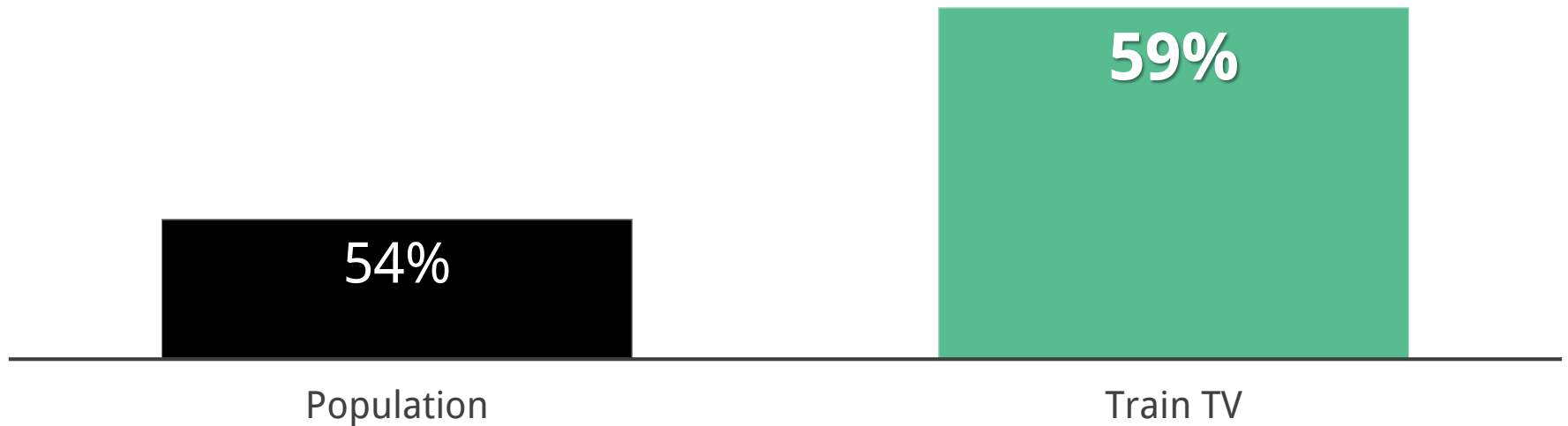
Number of viewers in 1.000 and share of viewers in a week on Train TV



337.000

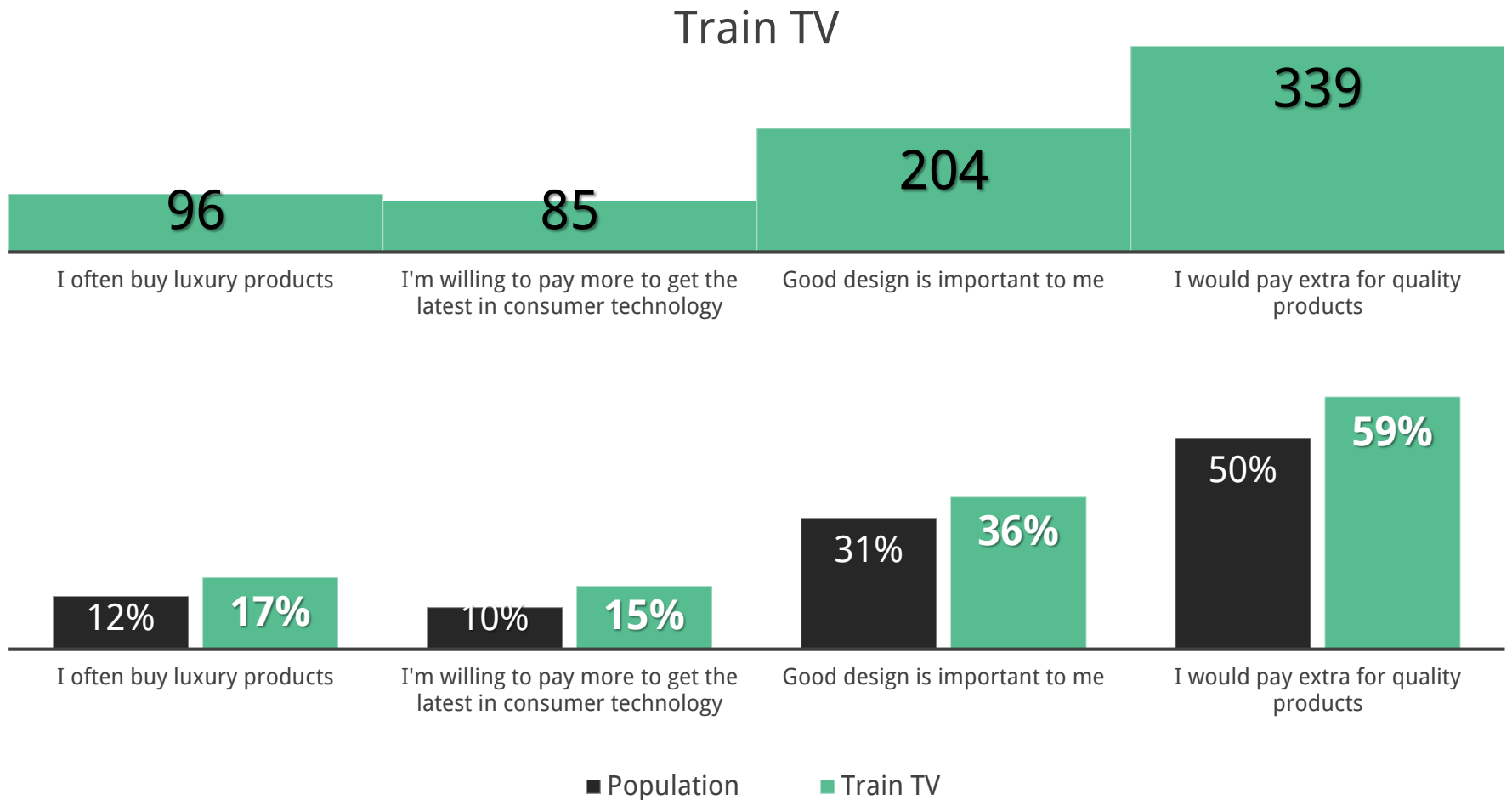
of the weekly viewers
do not receive advertisements
in their physical mailbox

No Thank you to Advert. and free Newspapers



Viewers thoughts on Spending

Number of viewers in 1.000 and share of viewers in a week on Train TV

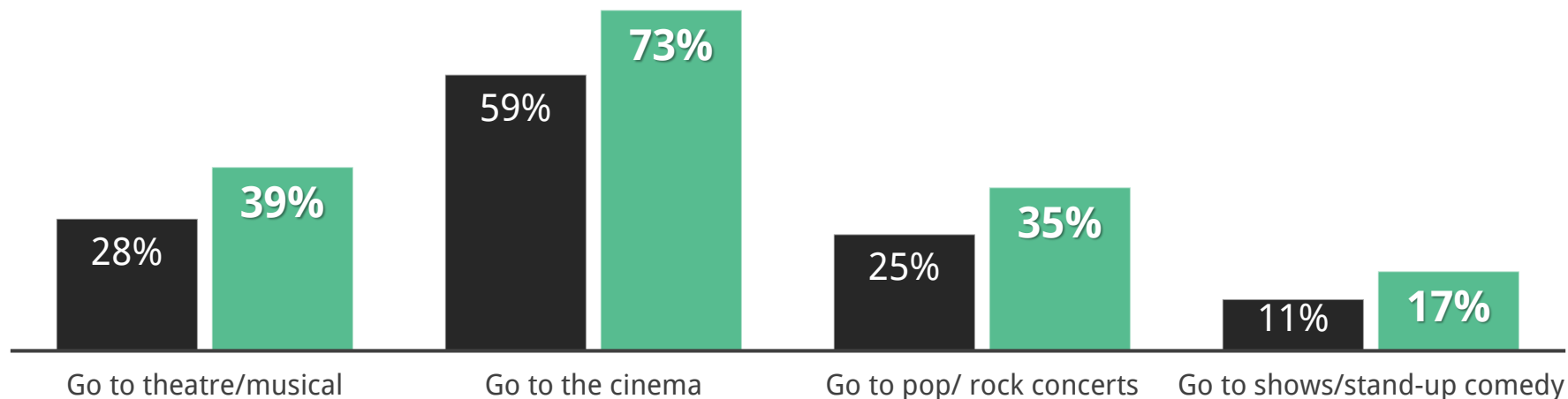
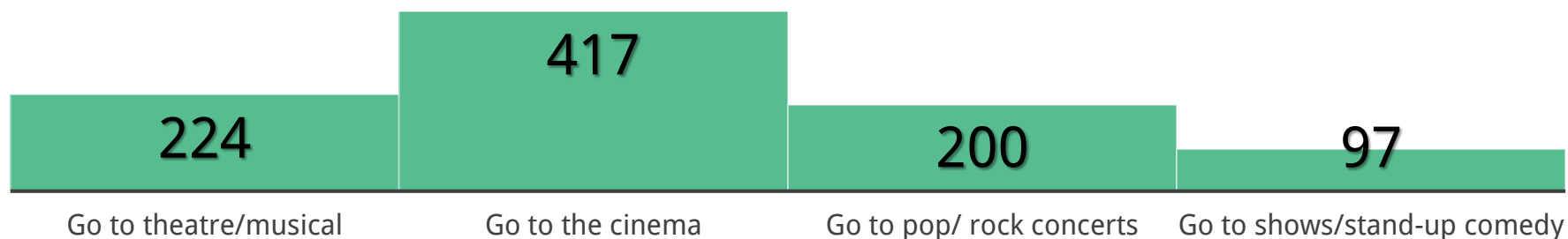


Viewers Cultural Activities

Number of viewers in 1.000 and share of viewers in a week on Train TV



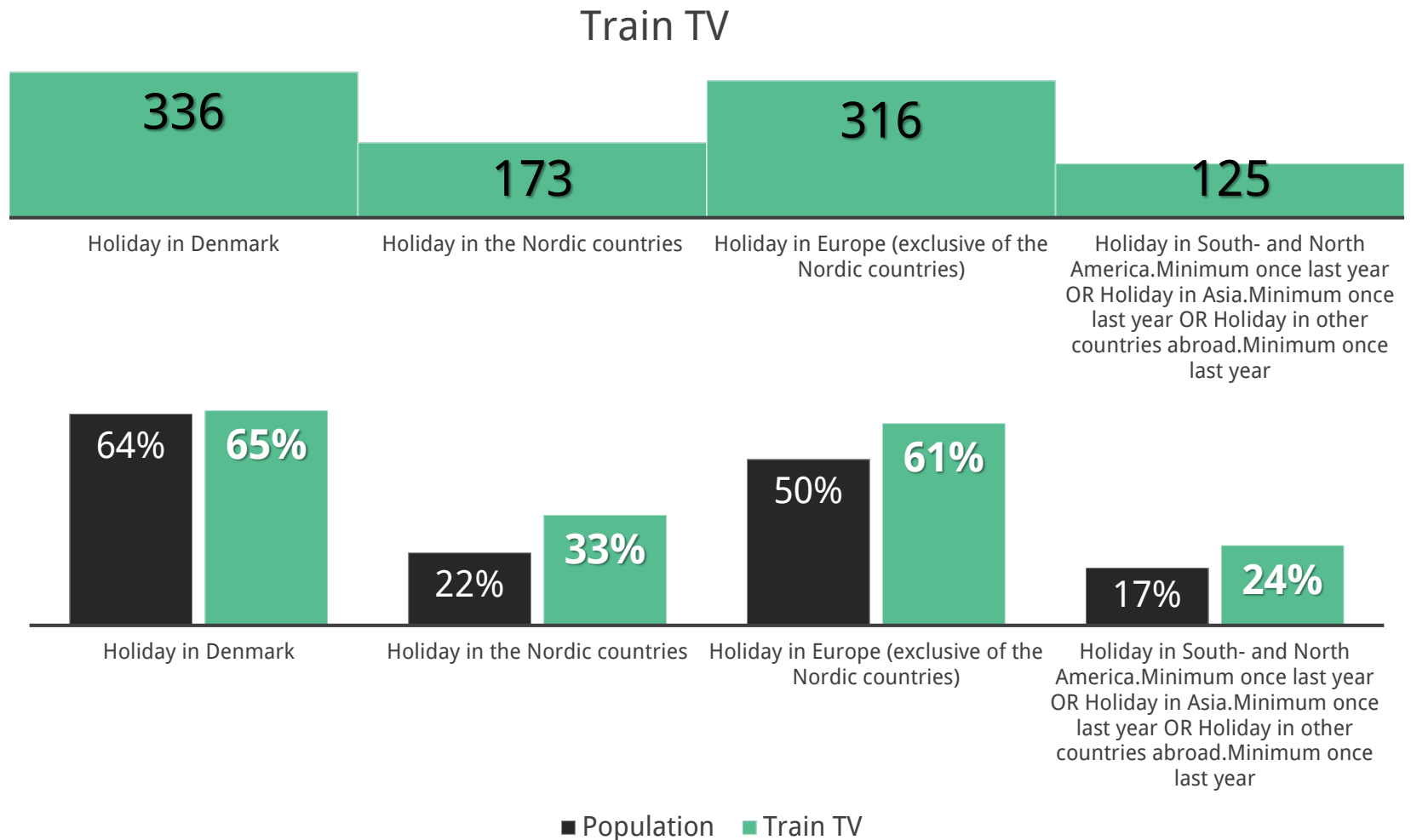
Train TV



■ Population ■ Train TV

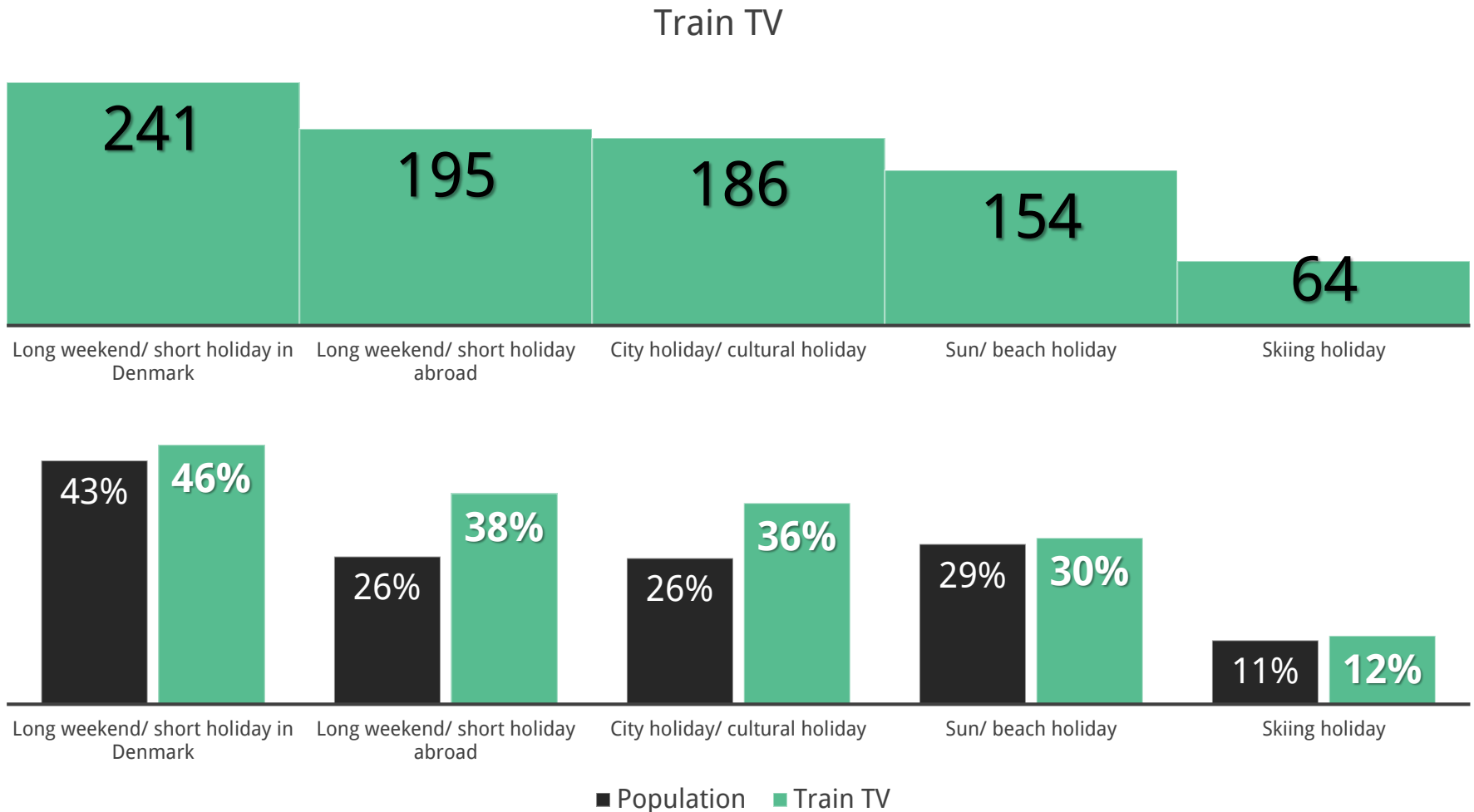
Viewers Holiday Habits (part 1)

Number of viewers in 1.000 and share of viewers in a week on Train TV



Viewers Holiday Habits (part 2)

Number of viewers in 1.000 and share of viewers in a week on Train TV



Cars and Summer Cottages

Number of viewers during a week



336.000

of the weekly viewers
have at least one car

71.000

of the weekly viewers
have a summer cottage

