

Appendix 1: Question wording

Media use

How many days in a typical week (Monday to Sunday) / times in a typical month [for outlets published once per week] do you

- read the paper editions of the newspapers listed below?
- read the magazines listed below?
- watch the programs listed below?
- visit these websites? This may also be via newsletters or rss-feeds.
- listen to newscasts on the radio?
- read the news on teletext?

The scores of weekly publications were divided by for to make the scales comparable.

Relative entertainment preference

When you read newspapers, watch television or use the Internet, do you do this mostly to get informed or to entertain yourself?

- Mostly I watch television to...
- Mostly I read newspapers to...
- Mostly I use the Internet to...

Internal political efficacy

- I consider myself well-qualified to participate in politics
- I feel that I have a pretty good understanding of the important political issues facing our country
- I think that I am better informed about politics and government than most people.
- I feel that I could do as good a job in public office as current politicians.

External political efficacy

- People like me don't have any say about what government does [reverse coded]
- I don't think public officials care much what people like me think [reverse coded]
- Parties are only interested in people's votes but not in their opinions. [reverse coded]

Need for cognition

- I would prefer complex to simple problems
- I really enjoy a task that involves coming up with new solutions to problems
- I would prefer a task that is intellectual and difficult to one that requires less thought

Extraversion

- I am someone who actively seeks as much information as I can in a new situation
- I really enjoy talking to people
- I like to be where the action is
- I you usually take the initiative in making new friends

Appendix 2: Complete regression table.

	M0			M1			M2		
	b	se	exp(b)	b	se	exp(b)	b	se	exp(b)
Cluster 2 – Regional users									
Lower Austria	-0.62	1.23	0.54	-0.7	1.23	0.5	-0.62	1.23	0.54
Burgenland	1.89+	1.01	6.63	1.98+	1.02	7.21	2.03*	1.02	7.58
Upper Austria	-0.44	1.23	0.64	-0.41	1.23	0.66	-0.32	1.23	0.73
Styria	5.39***	0.72	220.28	5.56***	0.72	259.4	5.72***	0.72	306.21
Carinthia	4.80***	0.73	121.65	5.02***	0.73	151.88	5.15***	0.74	172.24
Salzburg	-11.59	420.01	0	-11.58	461.44	0	-12.18	669.76	0
Tyrol	1.68*	0.84	5.37	1.82*	0.85	6.2	2.00*	0.85	7.37
Vorarlberg	0.58	1.23	1.79	0.66	1.23	1.93	0.72	1.23	2.04
Age				0.05***	0.01	1.05	0.04***	0.01	1.05
Education				0.06	0.05	1.07	0.04	0.05	1.05
Gender				0.01	0.16	1.01	-0.17	0.18	0.85
Internal efficacy							0.11	0.08	1.11
External efficacy							-0.05	0.06	0.96
Political interest							0.09	0.06	1.09
Political orientation							0.05	0.04	1.06
Entertainment preference (TV)							-0.00	0.03	1.00
Entertainment preference (NP)							-0.11*	0.05	0.90
Entertainment preference (Net)							-0.02	0.03	0.98
Civic duty							0.18**	0.06	1.20
Extraversion							-0.08	0.09	0.92
Need for cognition							-0.08	0.08	0.92
Constant	-5.07***	0.71		-7.54***	0.79		-7.98***	1.03	
Cluster 3 – TV fans									
Lower Austria	0.1	0.16	1.11	0.07	0.18	1.07	0.14	0.18	1.15
Burgenland	0.34	0.28	1.4	0.55+	0.31	1.73	0.64*	0.32	1.91
Upper Austria	-0.70***	0.2	0.5	-0.54*	0.22	0.58	-0.50*	0.22	0.60
Styria	-0.75**	0.26	0.47	-0.46+	0.27	0.63	-0.33	-0.27	0.72
Carinthia	-1.38***	0.41	0.25	-1.03*	0.42	0.36	-0.88*	0.43	0.41
Salzburg	-0.16	0.25	0.85	0.16	0.27	1.18	0.29	0.27	1.33
Tyrol	-0.24	0.21	0.79	0.03	0.23	1.03	0.18	0.24	1.20

Vorarlberg	-0.48+	0.28	0.62	-0.27	0.31	0.76	-0.17	0.31	0.85
Age				0.07***	0.00	1.08	0.07***	0.00	1.07
Education				0.13***	0.03	1.14	0.07+	0.04	1.07
Gender				0.45***	0.13	1.56	0.30*	0.14	1.35
Internal efficacy							-0.01	0.06	0.99
External efficacy							0.07	0.05	1.07
Political interest							0.17***	0.04	1.19
Political orientation							-0.01	0.03	0.99
Entertainment preference (TV)							-0.04	0.02	0.96
Entertainment preference (NP)							-0.04	0.03	0.96
Entertainment preference (Net)							-0.02	0.02	0.98
Civic duty							0.15***	0.05	1.16
Extraversion							0.06	0.07	1.06
Need for cognition							0.05	0.06	1.05
Constant	-1.12***	0.11		-5.15***	0.30		-6.36***	0.58	
Cluster 4 – Tabloid readers									
Lower Austria	0.23	0.17	1.26	0.19	0.18	1.21	0.27	0.18	1.31
Burgenland	-0.03	0.35	0.97	0.04	0.35	1.04	0.13	0.36	1.13
Upper Austria	0.45**	0.17	1.57	0.39*	0.18	1.47	0.50**	0.18	1.65
Styria	0.54**	0.20	1.71	0.63**	0.20	1.87	0.71***	0.21	2.04
Carinthia	0.05	0.27	1.05	0.26	0.27	1.29	0.31	0.28	1.37
Salzburg	0.31	0.23	1.36	0.43+	0.24	1.54	0.53*	0.25	1.69
Tyrol	0.05	0.22	1.05	0.14	0.22	1.15	0.25	0.23	1.29
Vorarlberg	-3.13**	1.01	0.04	-3.12**	1.02	0.04	-3.09**	1.02	0.05
Age				0.04***	0.00	1.05	0.04***	0.00	1.04
Education				-0.17***	0.04	0.84	-0.16***	0.04	0.86
Gender				-0.07	0.11	0.94	-0.08	0.12	0.92
Internal efficacy							0.01	0.05	1.01
External efficacy							-0.04	0.04	0.96
Political interest							0.09*	0.04	1.09
Political orientation							0.10***	0.03	1.11
Entertainment preference (TV)							-0.02	0.02	0.98
Entertainment preference (NP)							-0.08**	0.03	0.92
Entertainment preference (Net)							0.08***	0.02	1.08
Civic duty							0.10**	0.04	1.11

Extraversion								0.11+	0.06	1.12
Need for cognition								-0.12*	0.05	0.88
Constant	-1.36***	0.12		-2.70***	0.24			-4.09***	0.51	
Cluster 5 – Heavy users										
Lower Austria	-0.08	0.21	0.92	-0.11	0.23	0.89		-0.09	0.23	0.91
Burgenland	-0.06	0.41	0.95	0.15	0.43	1.16		0.25	0.44	1.28
Upper Austria	0.37+	0.20	1.45	0.45*	0.22	1.57		0.43+	0.22	1.54
Styria	-0.28	0.28	0.75	-0.01	0.30	0.99		-0.00	0.30	1.00
Carinthia	-0.07	0.32	0.94	0.31	0.34	1.36		0.28	0.35	1.33
Salzburg	0.25	0.28	1.29	0.60*	0.30	1.82		0.70*	0.30	2.02
Tyrol	-1.06**	0.37	0.35	-0.81*	0.39	0.44		-0.73+	0.39	0.48
Vorarlberg	-0.55	0.38	0.57	-0.38	0.40	0.68		-0.42	0.40	0.66
Age				0.08***	0.01	1.09		0.08***	0.01	1.08
Education				-0.06	0.04	0.95		-0.08+	0.05	0.92
Gender				0.18	0.15	1.2		0.07	0.16	1.07
Internal efficacy								0.06	0.07	1.06
External efficacy								0.03	0.05	1.03
Political interest								0.18***	0.05	1.19
Political orientation								0.03	0.03	1.03
Entertainment preference (TV)								-0.09**	0.03	0.91
Entertainment preference (NP)								-0.06	0.04	0.95
Entertainment preference (Net)								0.02	0.03	1.02
Civic duty								-0.06	0.05	0.95
Extraversion								0.32***	0.08	1.38
Need for cognition								-0.22***	0.07	0.80
Constant	-1.74***	0.14		-5.49***	0.36			-5.93***	0.66	
Cragg-Uhler Pseudo-R2	.304			.449				.492		
ΔPseudo-R2				.145***				.043***		

+ p<0.10, * p<0.05, ** p<0.01, *** p<0.001

N=2829. Reference cluster is Cluster 1 (occasional users). State of residence: Reference category is Vienna.

Appendix 3: Between-cluster comparisons

Cluster Predictor	Reference cluster				
	1	2	3	4	5
	percent change of odds	percent change of odds	percent change of odds	percent change of odds	percent change of odds
1 Occasional users					
Lower Austria					
Burgenland		- 86.8	- 47.5		
Upper Austria			+ 65.6	- 39.4	
Styria		- 99.7	- 50.9		
Carinthia		- 99.4	+ 142.2		
Salzburg				- 40.9	- 50.5
Tyrol		- 86.4			
Vorarlberg				+ 2091.6	
Age		- 4.4	- 6.4	- 4.1	- 7.6
Education				+ 16.9	
Gender (m=1)			- 25.7		
Internal efficacy					
External efficacy					
Political interest			- 15.8	- 8.5	- 16.1
Pol. orientation				- 9.6	
Entert. pref. (TV)					+ 9.8
Entert. pref. (NP)				+ 8.8	
Entert. pref. (Net)				- 7.7	
Civic duty		- 16.7	- 13.7	- 9.6	
Extraversion					- 27.6
Need for cognition				+ 13.2	+ 25.0
2 Regional users					
Lower Austria					
Burgenland	+ 658.4				
Upper Austria					
Styria	+ 30521.1		+ 42483.7	+ 14937.9	+ 30566.6
Carinthia	+ 17123.7		+ 41610.9	+ 1246.6	+ 1286.7
Salzburg					
Tyrol	+ 636.8		+ 513.5	+ 471.2	+ 1435.0
Vorarlberg				+ 4380.1	
Age	+ 4.6		- 2.1		- 3.4
Education				+ 21.9	
Gender			- 37.1		
Internal efficacy					
External efficacy					
Political interest					
Pol. orientation					
Entert. pref. (TV)					+ 9.7
Entert. pref. (NP)	- 10.4				
Entert. pref. (Net)				- 9.6	
Civic duty	+ 20.0				+ 26.9
Extraversion					- 33.1
Need for cognition					
3 TV fans					
Lower Austria					
Burgenland	+ 90.5				
Upper Austria	- 39.6			- 63.4	- 60.7
Styria		- 99.8		- 64.7	

Carinthia	- 58.7	- 99.8		- 69.8	- 68.9
Salzburg					
Tyrol		- 83.7			+ 150.2
Vorarlberg				+ 1755.6	
Age	+ 6.8	+ 2.1		+ 2.4	- 1.3
Education				+ 24.8	+ 15.6
Gender	+ 34.7	+ 58.9		+ 45.9	
Internal efficacy					
External efficacy				+ 11.2	
Political interest	+ 18.8				
Pol. orientation				- 10.4	
Entert. pref. (TV)					
Entert. pref. (NP)					
Entert. pref. (Net)				- 9.6	
Civic duty	+ 16.2				+ 22.9
Extraversion					- 23.4
Need for cognition				+ 19.0	+ 31.4
<i>4 Tabloid readers</i>					
Lower Austria					
Burgenland					
Upper Austria	+ 65.0		+ 173.1		
Styria	+ 103.6	- 99.3	+ 183.2		+ 103.9
Carinthia		- 99.2	+ 231.1		
Salzburg	+ 69.3				
Tyrol		- 82.5			+ 168.7
Vorarlberg	- 95.4	- 97.8	- 94.6		- 93.1
Age	+ 4.3		- 2.4		- 3.7
Education	- 14.5	- 18.0	- 19.9		
Gender			- 31.5		
Internal efficacy					
External efficacy			- 10.2		
Political interest	+ 9.3				
Pol. orientation	+ 10.6		+ 11.6		
Entert. pref. (TV)					+ 7.3
Entert. pref. (NP)	- 8.1				
Entert. pref. (Net)	+ 8.4	+ 10.6	+ 10.7		+ 6.5
Civic duty	+ 10.6				+ 17.0
Extraversion					- 18.9
Need for cognition	- 11.6		- 16.0		
<i>5 Heavy users</i>					
Lower Austria					
Burgenland					
Upper Austria			+ 154.8		
Styria		- 99.7		- 51.0	
Carinthia		- 99.2	+ 221.8		
Salzburg	+ 102.0				
Tyrol		- 93.5	- 60.0	- 62.8	
Vorarlberg				+ 1344.9	
Age	+ 8.2	+ 3.5	+ 1.3	+ 3.8	
Education			- 13.5		
Gender					
Internal efficacy					
External efficacy					
Political interest	+ 19.2				
Pol. orientation					
Entert. pref. (TV)	- 9.0	- 8.9		- 6.8	
Entert. pref. (NP)					

Entert. pref. (Net)				- 6.1
Civic duty		- 21.2	- 18.6	- 14.5
Extraversion	+ 38.2	+ 49.4	30.5	23.2
Need for cognition	- 20.0		- 23.9	

Note. Percentage change in chance of odds per one unit increase in the predictor variable of being in the cluster in the left column compared to the respective reference cluster. Only significant figures displayed ($p < .05$). Reading example (first line): Being one single year older decreases the odds of being a member of cluster 1 by 4.4% compared to cluster 2, by 6.4% compared to cluster 3, by 4.1% to cluster 4, and by 7.6 to cluster 5. In other words, being younger increases the chance of being a member of cluster 1 compared to all other clusters.