

# HUNGARIAN COUNTRYSIDE

## TRENDS IN MOBILITY

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SZAZADVEG KONJUNKTURAKUTATO ZRT.

DECEMBER 2021.

# Topics for today...



Methodology



Mobility

Satisfaction



Perception







***METHODOLOGY***

# Aim and methodology

## Original goal of the study:

Through deeper understanding of the specific situation of Hungarian rural society supporting the creation of a strategy that aims to:

1. Increase the population holding power of the Hungarian countryside
2. Increase the prosperity of Hungarian villages

The aim of today's presentation is to give a taste of the main findings of the study.

## Methodology of the primary collection:

- CATI survey method
- Hungarian adult population, 60.000 people
- 20 minutes survey
- Between **September and December** in **2020**

## **Representativity:**

- KSH micro census 2016 (gender, age, education, type of settlement, region)
- 18 online focus group
- age, education and residence as organizational aspects

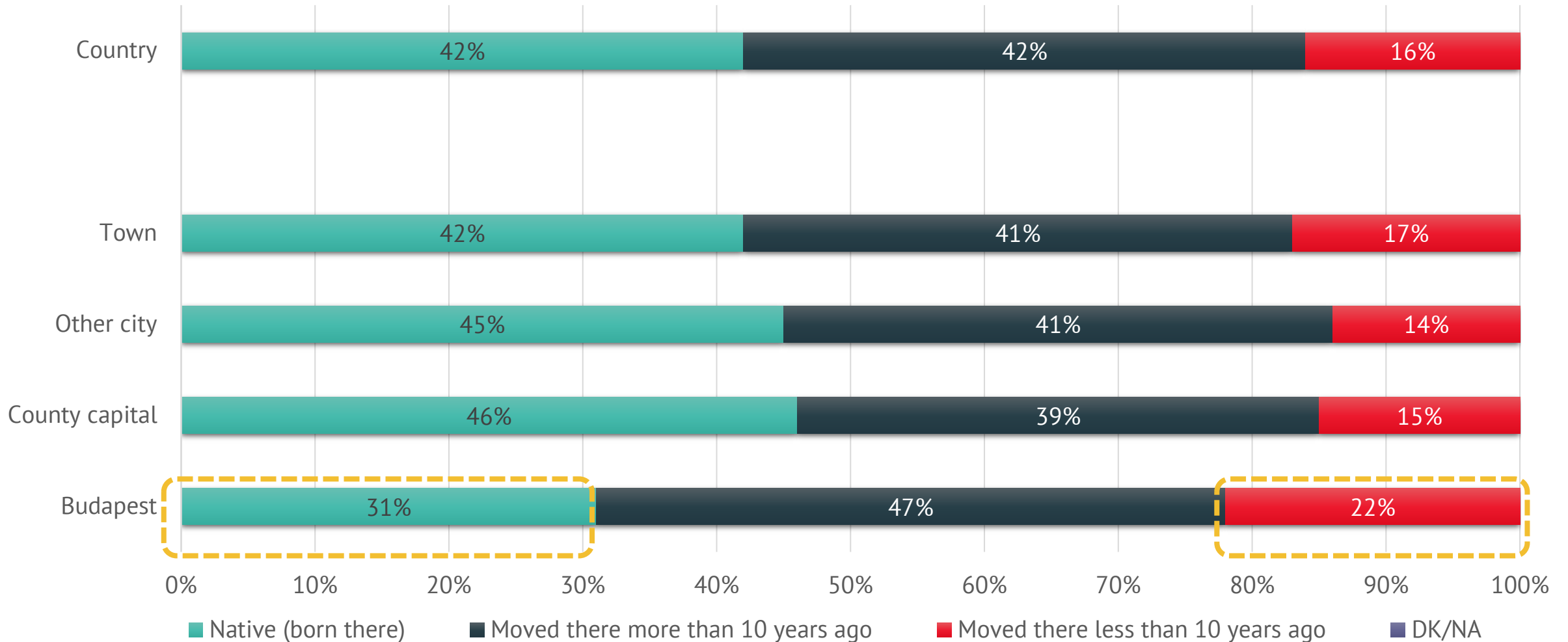




***MOBILITY / WILLINGNESS TO MOVE***

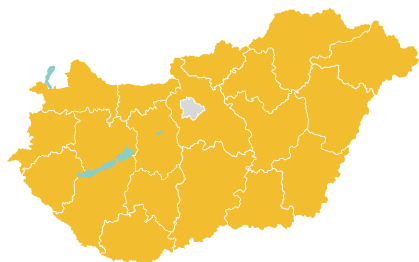
# Non-natives are the majority in every settlement type

*In the settlement/district you live, you (are)...? (%)*

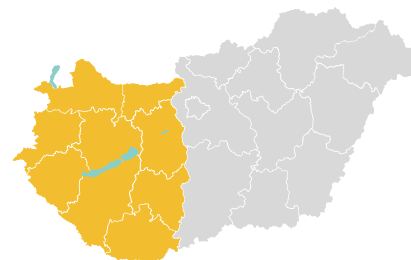




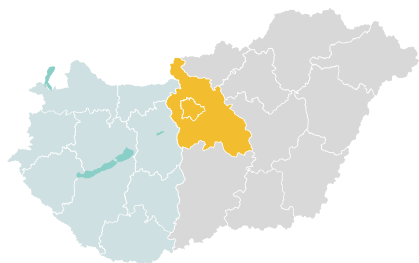
# Natives and inmoving population



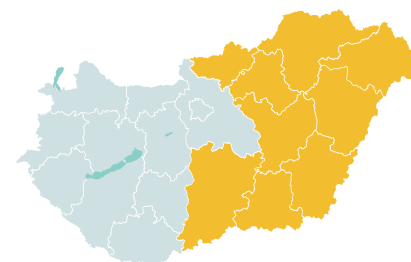
The proportion of people native to their settlement is relatively smaller in towns than in cities.



The proportion of people native to their settlement is highest in the county capitals of Western Hungary.



In Central Hungary we find the largest proportion of people who moved in the past 10 years. (in all types of settlements)



The proportion of locally born people is highest in Eastern Hungary. (in all types of settlements)

# The majority does not contemplate the idea of moving

*Had you the chance of moving away from where you currently live, you would*

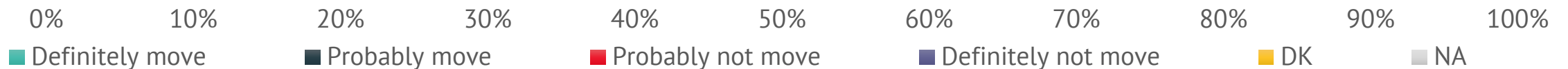


Only about a third of the population plays with the idea of moving.



The willingness to move is higher in the younger population.

Higher level of education has a less pronounced positive effect on the willingness to move.





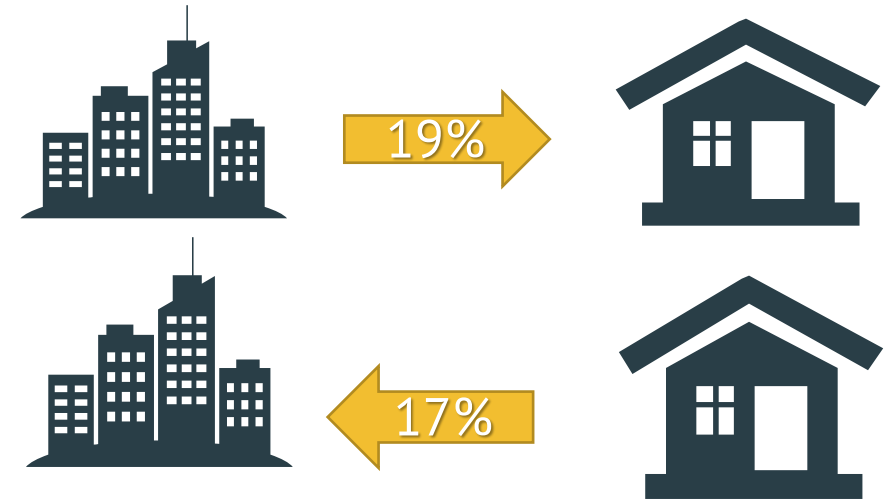
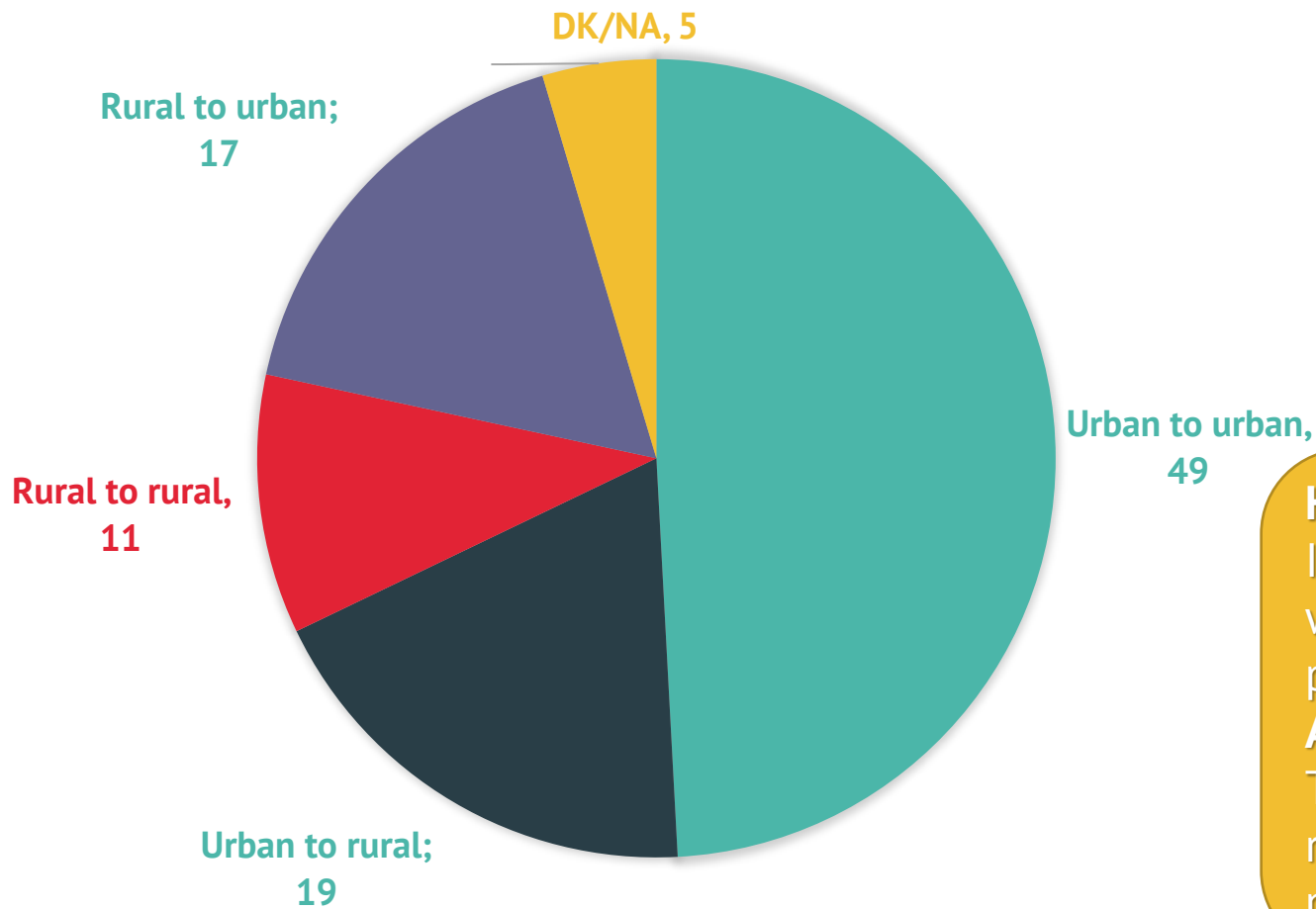
# The majority does not contemplate the idea of moving

*Had you the chance of moving away from where you currently live, you would*



# Ruralization is generally preferred to urbanization

Where would you like to move? (%)



## Higher Education

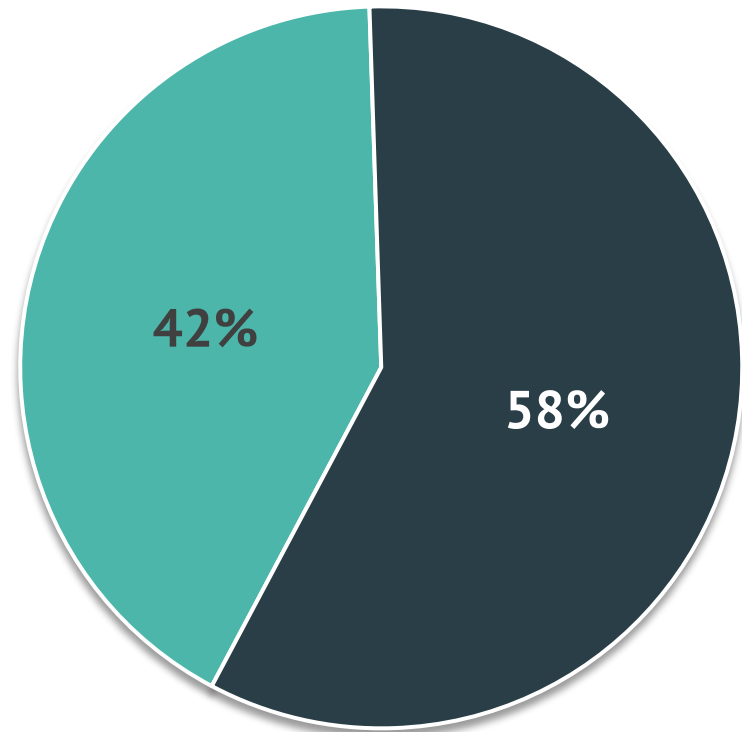
In groups with higher attainment level the willingness to stay in urban areas is more pronounced.

## Age

The older population shows higher affinity towards ruralization, while the proportion of urban to urban movers is less than average in older groups.

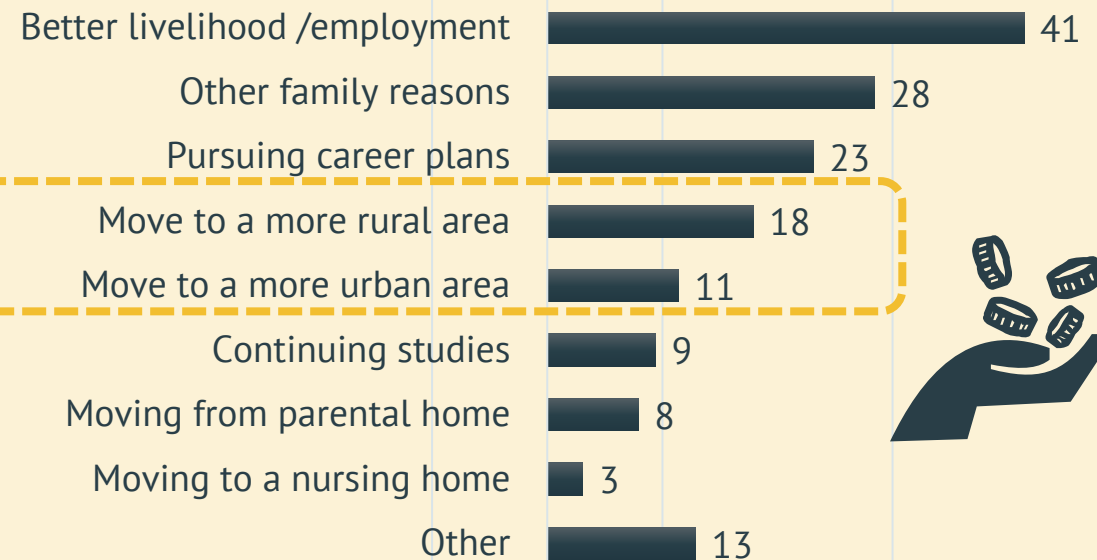
# Employment drives the willingness to move

Which of the following is why you would be willing to move out of your current residence?(%) – more answers possible, percentage of mentions



■ Not willing to move ■ Willing to move

For which of the following would you be willing to move out of your current residence? – more answers possible, percentage of mentions (Those willing to move, %) (Base: 34992)





# Being more specific

## Desire to move to a more rural area



- More dominant in Budapest

## Family reasons and career plans

- Was present for all types of settlement with minor differences
- Becomes more important with higher levels of education

## Moving to the countryside through the eyes of the people living in the city:

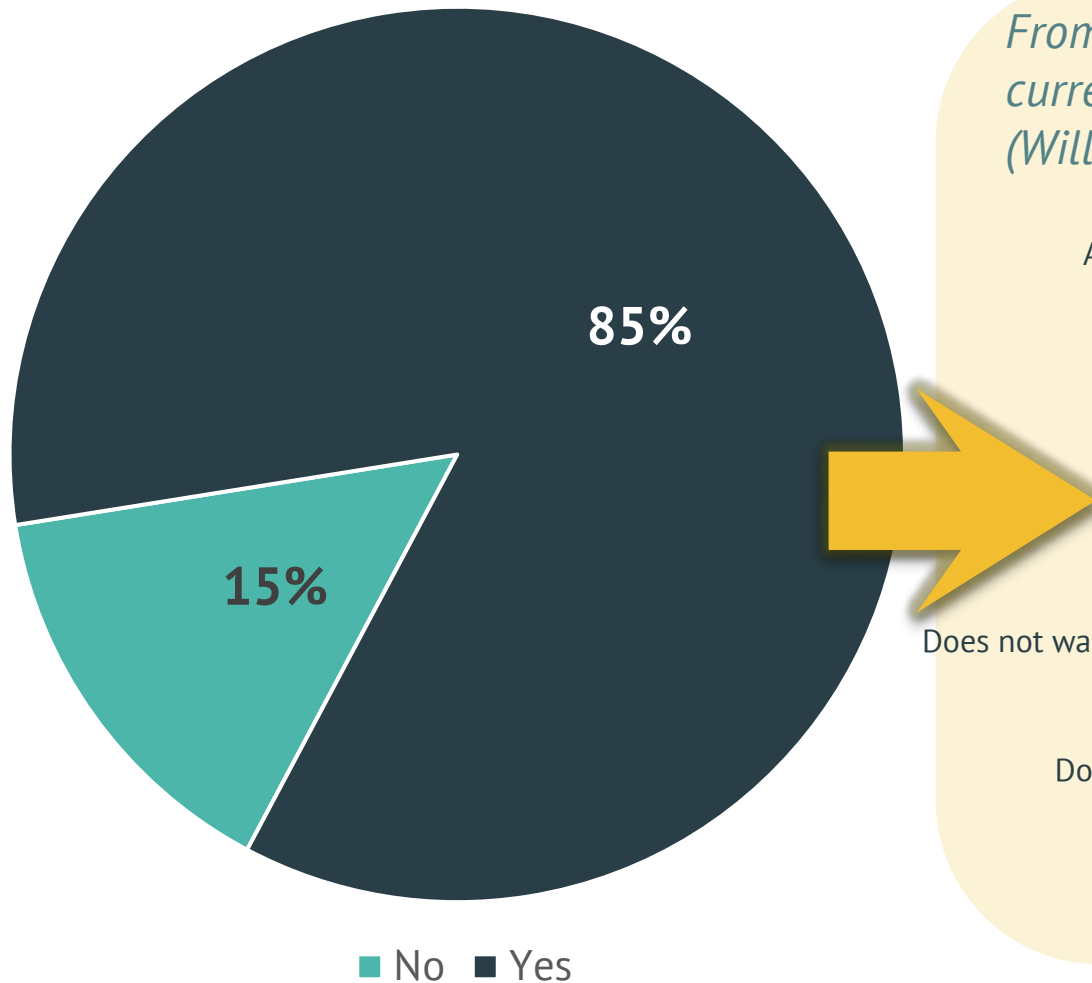
- Aim of the motivation: peace of mind, starting a family and image of the rural idyll
- The main hindrance is the main attraction of the urban environment: it offers excellent opportunities for both work and leisure
- Long-distance commuting is restraint
- The main trend in reruralization is basically longer distance suburbanization.

*„Self-preservation. You are not as vulnerable as someone living in an apartment.”*

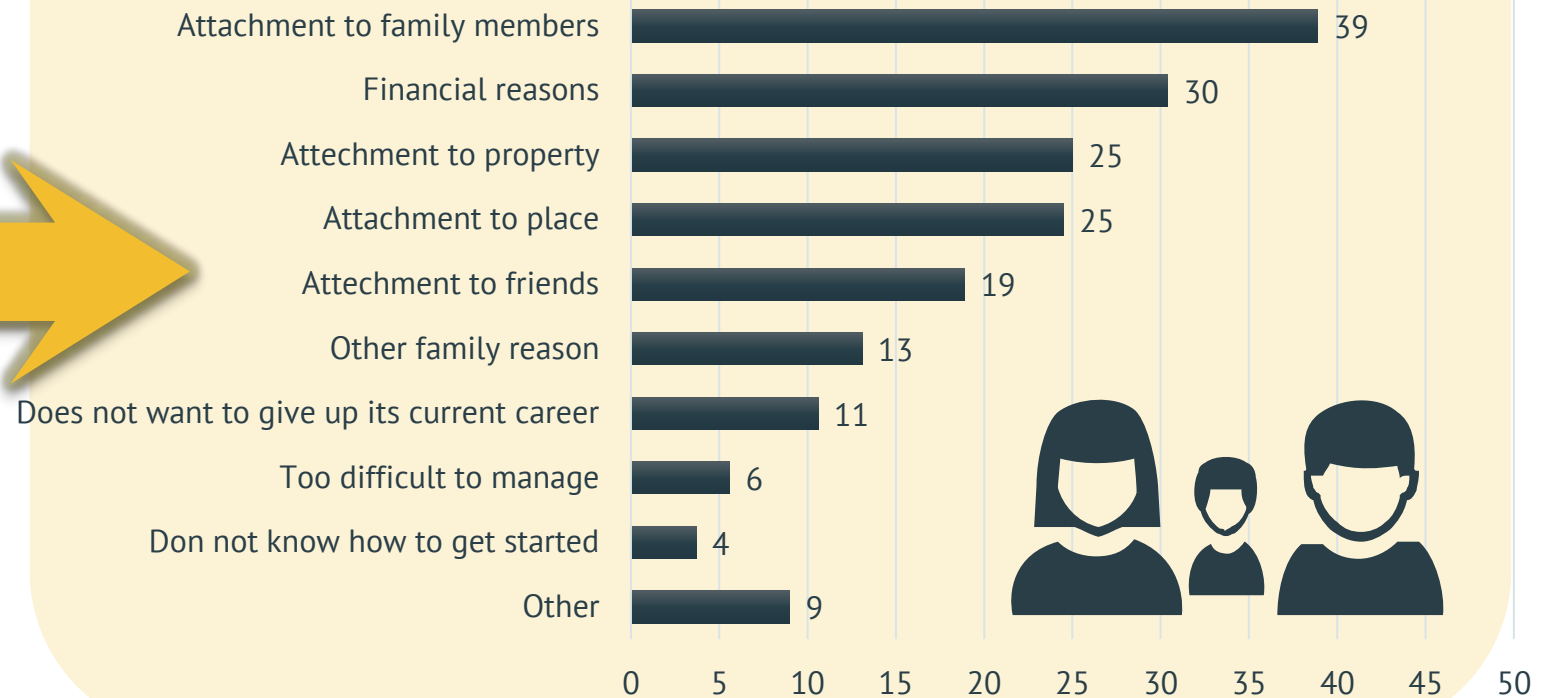
*„If I went out there, I was in the hallway or I was on the street. Here if I go out I found myself in my garden.”*

# Family has the highest restraining power

Is there anything that holds you back from moving out of your current residence? (%)



From the following, what is holding you back from moving from your current residence? – more answers possible, mentions (Willing to move, %) (Base: 51178)



# Restraining forces of mobility

*From the following, what is holding you back from moving from your current residence?*

Attachment to friends is more prevalent in groups of higher level of education.



Family-centrism has the highest restraining power in all socio-demographic groups.



Family remains the most powerful restraint, however, becomes less pronounced in more rural areas.



The possibility for career opportunities are more prevalent in urban areas. Budapest is the main culprit.



Aside from a minority in the capital the population is land bound by their tenacity to their real estate.



Budapest has the highest bounding power of financial means.

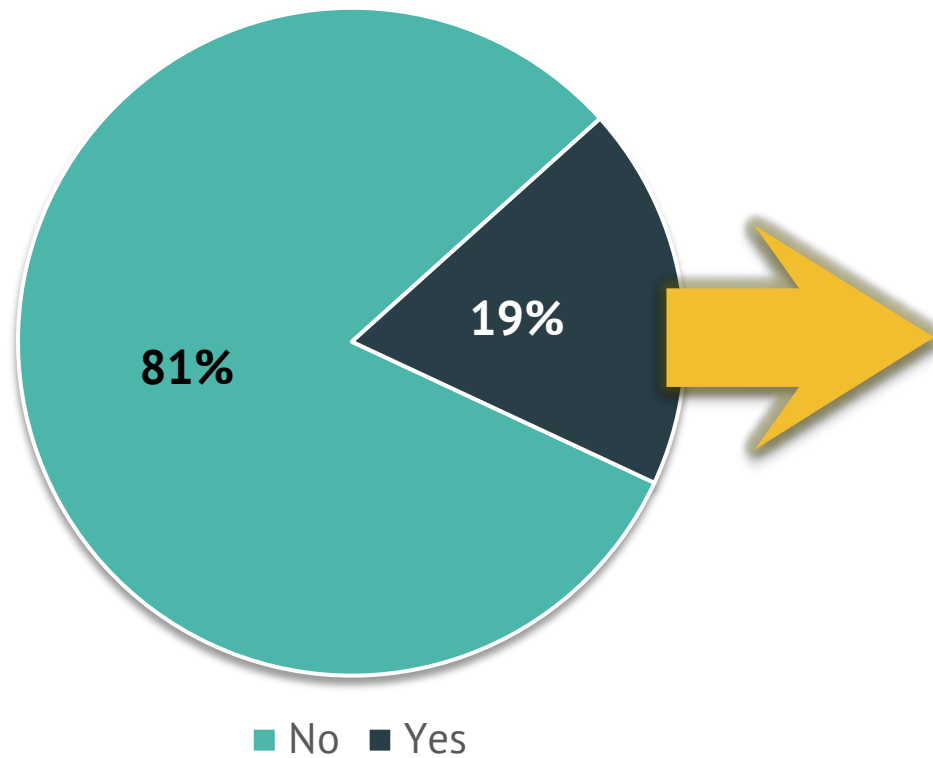


*„Those who live in cities, have to be more sound financially, in order to be able to afford living in the city.”*

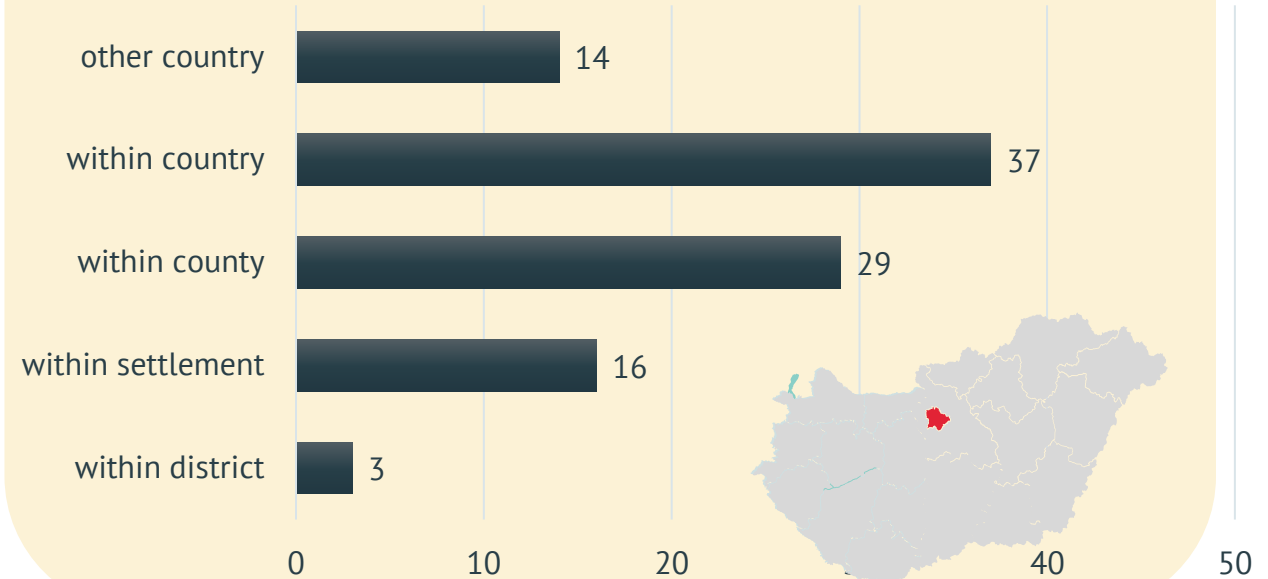


# In reality only a fifth of the population is planning to move.

Regardless of the former, is it expected that you will move in the near future from where you currently live? (%)



Regardless of the former, is it expected that you will move in the near future from where you currently live? (Only those who would like to move, %) (Base: 10693 ppl)



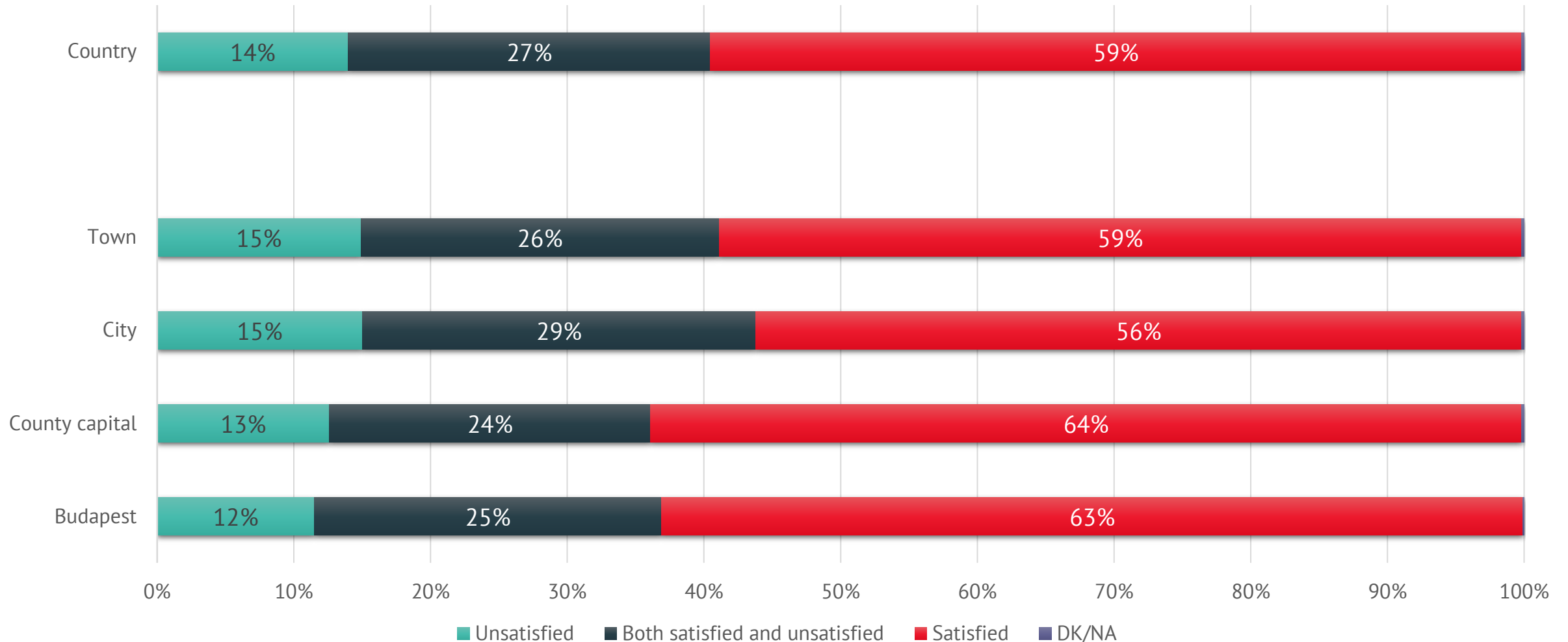
Registerable peaks in plans to move are only visible in: (1) the youngest (18-29 y) age group, (2) the residents of Budapest and (3) people with high school education.



***SATISFACTION***

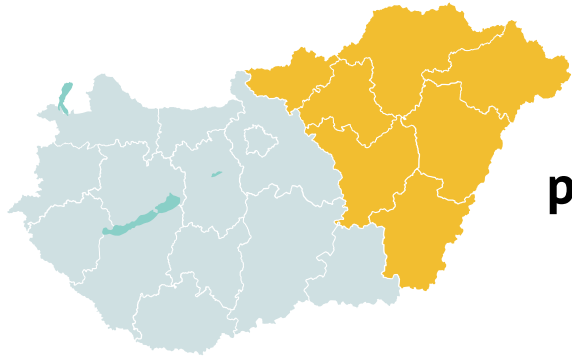
# The majority is satisfied with the settlement they live in

All in all, how satisfied are you with the settlement where you currently live in? (settlement type, %)

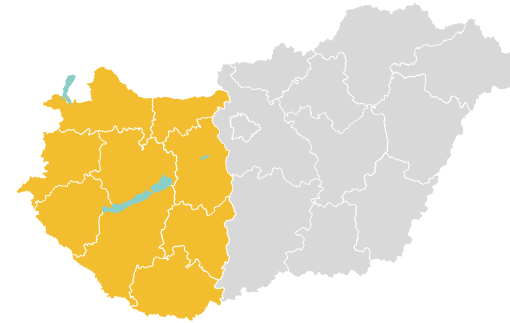




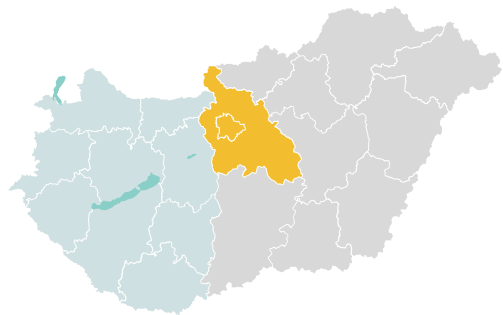
# Satisfaction



**In Eastern Hungary, the proportion of satisfied people is slightly higher in towns and cities.**



**In Western Hungary people who live in the county capitals reported a higher rate of satisfaction.**



**In Central Hungary, the proportion of satisfied people is the largest in the towns.**

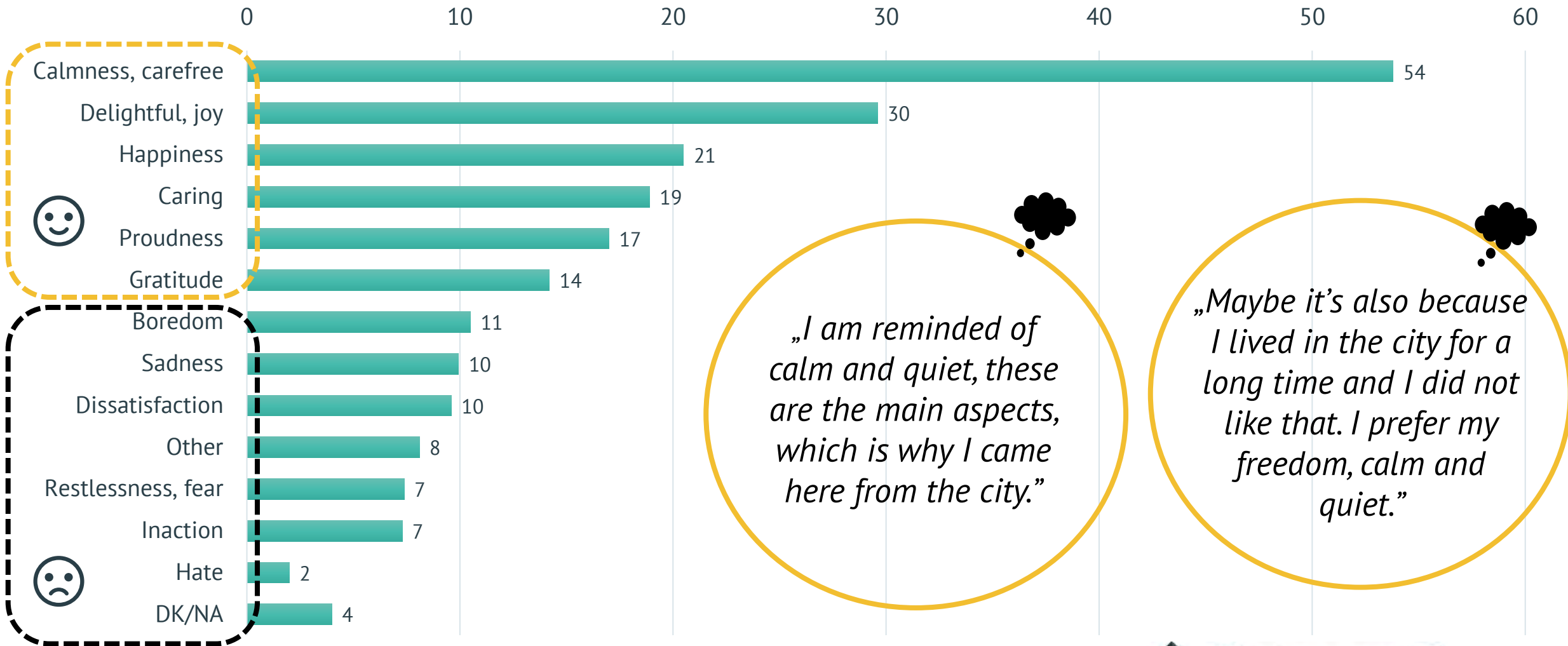
*„In general, the amount of services speaks for the city.”*



***PERCEPTIONS, THE RURAL IDYLL***

# Dominantly positive feelings, associations

When you think of the Hungarian countryside, which of the following feelings came to your mind? (%)



*„I am reminded of calm and quiet, these are the main aspects, which is why I came here from the city.”*

*„Maybe it's also because I lived in the city for a long time and I did not like that. I prefer my freedom, calm and quiet.”*



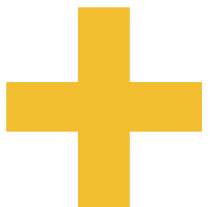
# Spontaneous Associations



Slower life  
Tranquility  
Fresh air  
Peace  
Self-preservation  
Close to nature  
Direct, close human contact



Bad transportation  
Lack of job opportunities  
Less shops and services  
Lack of cultural programs  
Lack of leisure opportunities  
Lack of education and training opportunities



Comfort  
Easy transportation  
Well-supplied  
Job, leisure, cultural and education opportunities



Crowded  
Noisy  
Air and light pollution  
Bad hygiene  
Lack of green areas  
Lack of directness  
Rush



The Hungarian population is relatively immobile. About 1/5 is truly mobile.



The main driving force of mobility are: career opportunities, livelihood, financial issues and leisure opportunities.



The main restraints of mobility are: family, real estate, commuting hours



Matri-/Patrilocality trends seem to deteriorate, as the majority of the population lives in settlements/ districts they are not native to.



The majority is satisfied with the settlement they live in.



The more urban the area the higher it is rated regarding the services it provides and infrastructure.



Rural areas and the countryside are considered idyllic places in the minds of Hungarians.

Although the most powerful association with the countryside is emptiness, which brings about tranquility, but the lack of critical infrastructure as well.



The possible target of a reruralization campaign are:  
(1) young people moving out (suburbanization);  
(2) older, more educated, well-situated, less financially concerned white-collar.



# Of Urbanisation and Deurbanisation

János B. Kocsis

Associate Professor, Corvinus University of Budapest

Vice President, Hungarian Society for Urban Planning





# Historical patterns of Rural – Urban migration

- Early mass urbanisation period coincided with strong peri-urbanisation – that is, migration from rural areas to urban outskirts (from early 1870s on)
- Suburbanisation was smaller in scale and started much later (early 1910s)
- Socialism brought about significant changes, e.g.
  - Further peri-urbanisation
  - Various, distorted forms of suburbanisation
  - Strengthening of cities and towns,
  - Swift depopulation of rural, especially peripheral, areas

# Major tendencies in the last 25 years

- Polarisation of the spatial structure of Hungary, new centres of growth and decay
- Polycentric urban development, urban sprawl, metropolisation
- Gentrification of suburbs
- Rural gentrification
- Functioning communities in various locations with good community and strong identity
- Atomised population in settlements in crisis
- Underperforming communities



# Successful communities

## Community matters

*All Hungarian settlements with at least 1000 inhabitants. Source: Kocsis et al. 2018*

		Prosperity of the population settlements			Total, number of settlements
		Least prosperous	Moderately prosperous	Most prosperous	
Successfulness of settlements	Unsuccessful	71.3%	22.2%	6.6%	167
	Relatively unsuccessful	46.3%	36.2%	17.5%	315
	Moderately successful	33.5%	32.3%	34.2%	474
	Relatively successful	13.8%	37.9%	48.3%	319
	Successful	7.3%	33.3%	59.4%	165
Total		33.3%	33.3%	33.3%	1440



# Incomers and local society

- Cohesion of the local society
- Local identity
- Role of newcomers
  - Intermediary, transmissive
  - Creative
  - Demand
  - New attitudes







**CORVINUS  
UNIVERSITY**  
of BUDAPEST

Thank you for  
your attention



# WEBINAR ON (DE)URBANIZATION PERSPECTIVES

*16 December 2021*

Diána Haase, research manager  
Policy Department for Structural and Cohesion Policies  
(member of the team following the Committee on Regional Development)

Directorate General for Internal Policies



European Parliament

# EP and rural/urban development

**Legislative body** : co-deciding on legislative framework for the EU's **cohesion** and agricultural and rural development policy (latest for 2021-2027)

Examples: **(1)** fighting for more synergies between rural and cohesion and fisheries policy, i.e. to keep EAFRD strategically “closer” to other territorial EU funds, such as ERDF **(2)** ERDF (Art. 10) “Support for disadvantaged areas” includes rural areas/demographic challenges (original EP idea: 5 % earmarking also for non-urban areas)

**Budgetary authority**: consenting (2021-2027) EU budget, exercising budgetary control (discharge)

Examples: **(1)** negotiating to maintain level of support for rural development and cohesion in general; **(2)** initiating pilot projects (e.g. smart and eco-social villages)

**Parliamentary control**: scrutiny of the “executive”, in this case (shared management) Member States and European Commission –via resolutions, debates in plenary/committees

# Recent positions (=resolutions) - examples

## European Parliament resolution of 25 March 2021 on cohesion policy and regional environment strategies in the fight against climate change:

- (1) “transition towards climate neutrality must be just and inclusive, ... focus on people living in rural and remote areas”,
- (2) “innovative, inclusive and sustainable solutions to strengthen rural areas and make them more attractive as places to live and work should constitute a key element in the implementation of the cohesion policy”

## European Parliament resolution of 20 May 2021 on reversing demographic trends in EU regions using cohesion policy instruments:

- (1) delayed availability of statistics....
- (2) “better coordination of rural and cohesion policies ..in the fields of youth employment, entrepreneurship, digitalisation and support for young and new farmers”
- (3) welcomes the Commission’s intention to ..roll-out of high capacity broadband infrastructure in sparsely populated and rural territories”
- (4) “the need to develop a European rural agenda ....”
- (5) “the concept of ‘rural-proofing’ should be used to address the specific needs of rural and remote areas”
- (6) “invites the Commission and Member States to reflect on how teleworking could impact future intra-EU mobility and the perceived attractiveness of different regions”

## European Parliament resolution of 3 October 2018 on addressing the specific needs of rural, mountainous and remote areas

## European Parliament resolution of 4 April 2017 on women and their roles in rural areas



# Recent debates and other actions - examples

EP hosting a forum for debate and scrutiny of rural development policies (January 2020) - event 'Rural Europe: which way to go?' attended by policy-makers and rural stakeholders

In a plenary session of the European Parliament held in Strasbourg in January 2020, a new Parliament intergroup was established on Rural, Mountainous and Remote Areas (RUMRA).

The work has started on the recent Commission Communication on “A long-term Vision for the EU's Rural Areas” - resolution foreseen for autumn 2022 (public hearing is planned in March)

# Relevant studies - examples

## EU Cohesion Policy in non-urban areas :

- (1) a long-term and dependable financial framework, but urban areas have been allocated over three times as much ..”
- (2) Policy coherence of Cohesion Policy with the EU’s rural development policy ..is challenging.
- (3) Rural vs urban investments; Tendency to use Cohesion Policy more actively for overcoming rural disadvantages, and less for nurturing unique and diverse local assets.

## Services of General Interest in the Funding Period 2014-20:

- (1) which model of society Europe wishes to pursue - political choices in service provision models, should economic development be organised around functioning communities, or does one prefer to dissociate places of production and living.
- (2) Cross-border SGI provision can decrease costs and foster cohesion.

Postal services in the EU: policies at EU level should provide flexibility for Member States to design postal policies at national level

# Relevant studies - examples

Further reading:

[The challenge of land abandonment after 2020 and options for mitigating measures](#)

[Smart villages Concept, issues and prospects for EU rural areas](#)

[Older people in the European Union's rural areas](#)

[The professional status of rural women in the EU](#)

[The upcoming Commission's Communication on the long-term vision for rural areas](#)

- ❑ REGI Committee website > Supporting analyses: <http://www.europarl.europa.eu/committees/en/regi/supporting-analyses.html>
- ❑ AGRI Committee website > Supporting analyses: <https://www.europarl.europa.eu/committees/en/agri/supporting-analyses/latest-documents>
- ❑ Urban Intergroup <http://urban-intergroup.eu/>
- ❑ Intergroup on Rural, Mountainous and Remote Areas & Smart Villages <https://www.smart-rural-intergroup.eu/>
- ❑ Policy Department Blog: [www.research4committees.blog](http://www.research4committees.blog)
- ❑ Twitter: @PolicyREGI and @PolicyAGRI



THANK YOU FOR YOUR ATTENTION!

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# Urban-rural migration and rural needs

Mátyás Szabó – DG AGRI  
16/12/2021.



European  
Commission



# Vision for rural areas

## Opportunities in rural areas

- Key for ecosystem services
- Bio- and circular economy
- Ecological and digital transitions
- Increasing demands from society
- **Recovery from COVID 19 crisis**

## Challenges in rural areas

- Demographic change
- Low income levels
- Limited access to services
- Low connectivity
- Feeling of being overlooked
- Limited resilience



# Vision for rural areas

## What we know for sure

**Figure 9 Average annual net migration rate between 1 January 2014 and 2019 (pro mille change by urban-rural regional typology)**

Average annual net migration rate between 1 January 2014 and 2019  
(pro mille change by urban-rural regional typology)



Source: Eurostat (online data table: DEMO\_R\_GIND3)

Note: ranked on rural, if not available on intermediate, if not available on urban value.

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Note: ranked on rural, if not available on intermediate, if not available on urban value





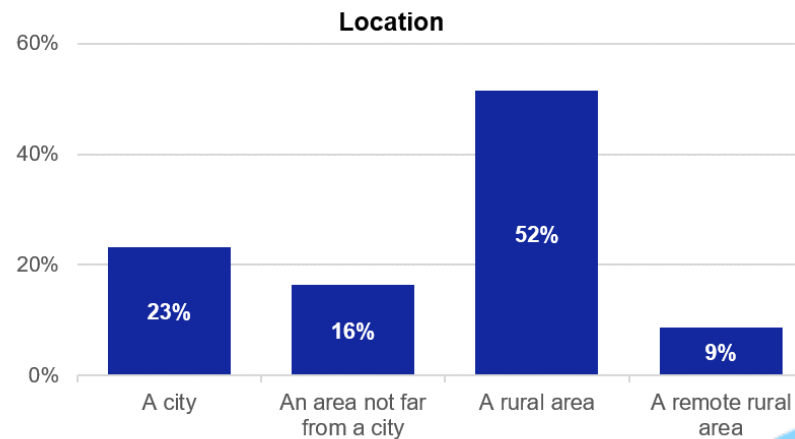
# Long Term Vision for EU's Rural Areas



## EUROBAROMETER

### Methodology

- The survey was conducted via telephone interviews
- Fieldwork: 9 April and 18 April 2021
- Target population: EU citizens, 15 years and over
- Coverage: EU27
- Sampling methodology: dual frame, landline and mobile, probability design
- Number of interviews: 25,841
- Sample size per country: 500 in LU, CY, MT, 1000 in all other countries



When all of the current COVID-19 restrictions end, will you be more likely or less likely to do each of the following compared to before the Pandemic?  
 Consider moving to a more/less rural area

EU27 average



- 7% Much more likely
- 8% Somewhat more likely
- 23% Neither more nor less likely
- 10% Somewhat less likely
- 45% Much less likely
- 7% Not applicable
- 1% Don't know

Place of residence (%)



A remote rural area	9	6	17	6	49	12
Rural area or village	19	9	50	10		
Small/medium-sized town	7	8	24	11	44	7
Large town / city	8	11	25	9	41	6

Gender (%)



Male	7	8	24	10	44	7
Female	7	8	22	10	46	8

Age (%)



15-24	8	12	26	15	35	
25-39	10	12	25	10	36	6
40-54	6	8	24	10	45	7
55+		19	8	53	10	

Education (%)



Up to 15	8	20	11	47	7	
16-19	7	7	18	9	49	8
20+	7	8	25	9	44	7
Still studying	9	10	28	15	33	

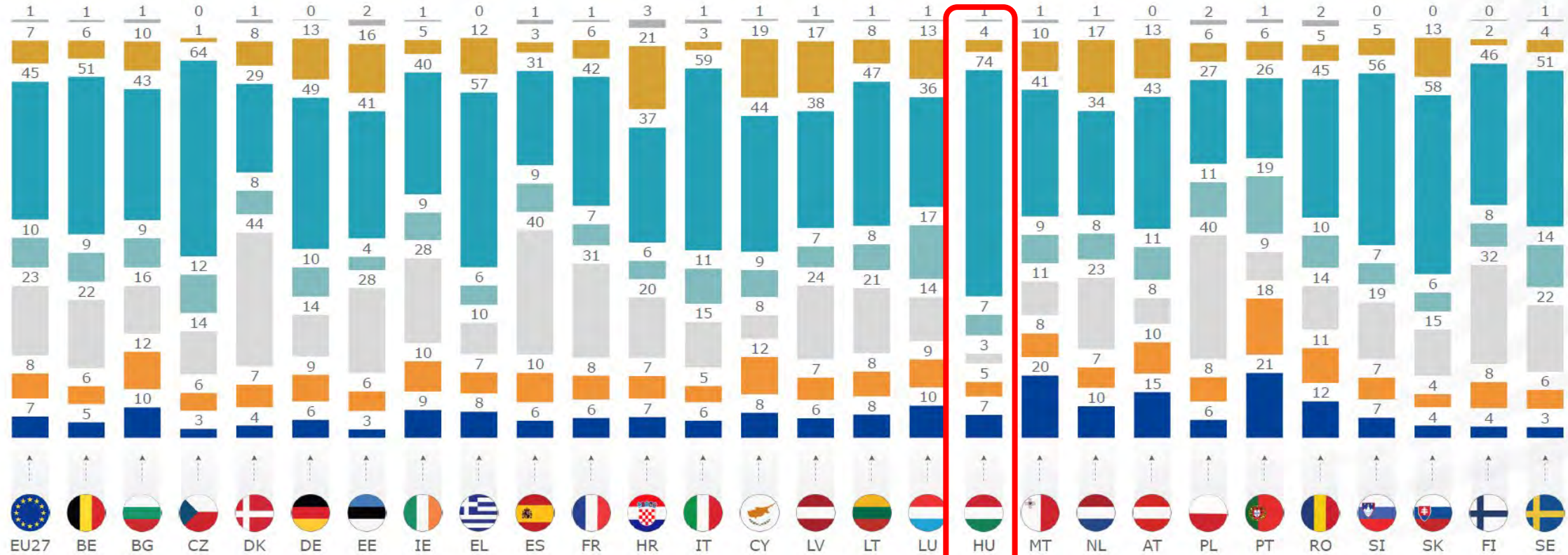


Q6\_2

When all of the current COVID-19 restrictions end, will you be more likely or less likely to do each of the following compared to before the Pandemic?

Consider moving to a more/less rural area

■ Much more likely   
 ■ Somewhat more likely   
 ■ Neither more nor less likely   
 ■ Somewhat less likely   
 ■ Much less likely   
 ■ Not applicable   
 ■ Don't know



And what specific needs of rural areas in (THIS COUNTRY) do you think most need to be addressed?

EU27 average



- 44% Transport infrastructure and connections (e.g. to urban areas and other towns/villages)
- 27% Access to healthcare, childcare or care for the elderly
- 27% Availability of jobs/employment/business opportunities helping avoid depopulation
- 26% Digital infrastructure (broadband, internet access)
- 23% Access to education and training
- 20% Threats to the natural environment
- 17% Access to local amenities such as shops, post offices, pharmacies, libraries
- 14% Access to/affordability of different energy options (gas, electricity etc.)
- 14% Access to cultural and recreational activities
- 12% Availability of housing
- 21% Something else
- 9% Don't know

Place of residence (%)

	1	2	3	4	5	6	7	8	9	10	11	12
A remote rural area	44	20	23	42	20	16	19	14	13	13	18	8
Rural area or village	47	25	24	25	20	22	16	16	15	12	22	9
Small/medium-sized town	43	27	28	25	22	19	16	13	14	11	21	10
Large town / city	43	29	29	27	26	20	19	15	13	12	22	10

Gender (%)

	1	2	3	4	5	6	7	8	9	10	11	12
Male	43	23	25	28	20	18	15	14	12	10	22	8
Female	45	31	29	24	25	21	19	15	15	13	20	11

Age (%)

	1	2	3	4	5	6	7	8	9	10	11	12
15-24	46	23	23	25	22	18	17	13	14	12	16	14
25-39	43	24	27	25	22	17	15	12	12	10	21	11
40-54	46	30	29	29	24	20	16	15	14	12	22	7
55+	42	28	28	25	22	21	19	16	15	13	23	9

Education (%)

	1	2	3	4	5	6	7	8	9	10	11	12
Up to 15	37	27	27	18	18	15	17	12	13	13	19	13
16-19	45	27	28	24	21	18	17	15	14	12	21	10
20+	44	28	28	29	24	21	17	15	14	12	23	8
Still studying	45	22	21	24	23	18	16	12	13	10	15	14



And what specific needs of rural areas in **(THIS COUNTRY)** do you think most need to be addressed?

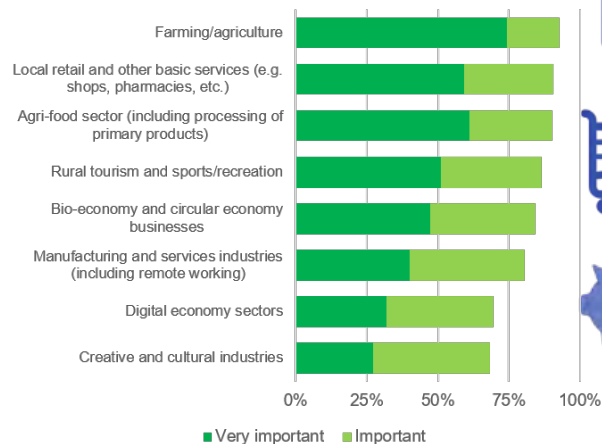
	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
Transport infrastructure and connections	44	40	51	59	24	54	54	57	14	37	38	29	46	40	41	43	48	40	46	31	59	45	35	50	60	48	32	42
Access to healthcare, childcare or care for the elderly	27	16	41	30	28	34	50	12	14	25	28	18	21	29	16	20	36	19	15	25	46	25	40	25	36	21	20	38
Availability of jobs/business opportunities (avoid depopulation)	27	15	58	30	7	26	58	22	42	27	13	35	27	35	43	43	27	42	16	25	40	25	49	22	28	38	35	31
Digital infrastructure	26	12	26	18	3	50	44	43	9	21	19	16	21	13	9	11	30	11	15	25	49	26	19	9	41	20	10	29
Access to education and training	23	14	34	23	13	33	46	10	15	15	14	16	14	26	19	18	32	15	17	22	40	32	33	36	21	23	12	26
Threats to the natural environment	20	37	24	32	26	26	30	10	21	4	15	12	18	18	10	10	24	9	62	38	35	24	21	5	22	36	13	26
Access to local amenities	17	15	28	32	1	24	45	20	4	6	19	10	13	20	10	12	19	7	10	19	36	19	18	4	31	25	22	24
Access to/affordability of different energy options	14	12	26	14	2	20	26	6	15	2	6	14	7	15	5	15	19	7	16	22	38	22	24	35	20	18	5	19
Access to cultural and recreational activities	14	12	25	23	4	21	24	10	4	3	8	10	12	15	11	21	15	10	25	15	25	21	17	6	15	34	6	16
Availability of housing	12	10	19	17	6	21	25	10	2	2	5	10	6	18	6	9	24	7	14	23	26	15	21	3	15	17	4	21
Something else	21	35	29	26	20	14	13	19	24	29	17	37	16	17	30	15	7	32	17	16	8	29	8	33	17	41	25	28
Don't know	9	13	6	6	17	3	7	7	10	11	14	10	11	13	8	12	5	12	7	10	6	17	2	4	4	3	13	13

Flash Eurobarometer 491 - A long-term vision for rural areas / Fieldwork: 09/04 - 18/04/2021 / Base: n=20373 - If Strongly support or Tend to support at Q1

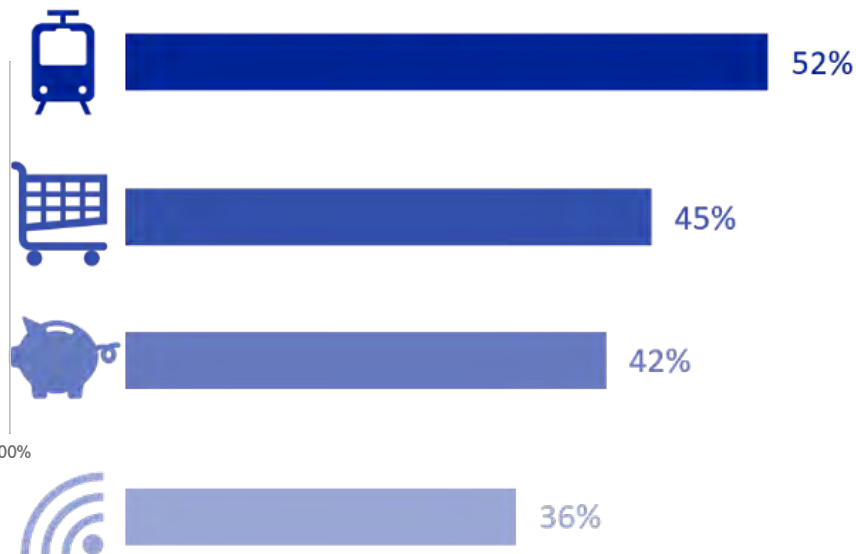


## Q6 Sectors ensuring the economic sustainability of rural areas

- **Agriculture** is seen by two thirds of respondents as ensuring economic sustainability of rural areas
- The wider **agri-food sector**, local **retailing** and **tourism** are also considered as very important by at least 50%
- The digital economy and creative sector are seen as less important
- **Main contributions** of the farming sector:
  - Job creation
  - Access to affordable high-quality food
  - Maintenance of rural landscapes



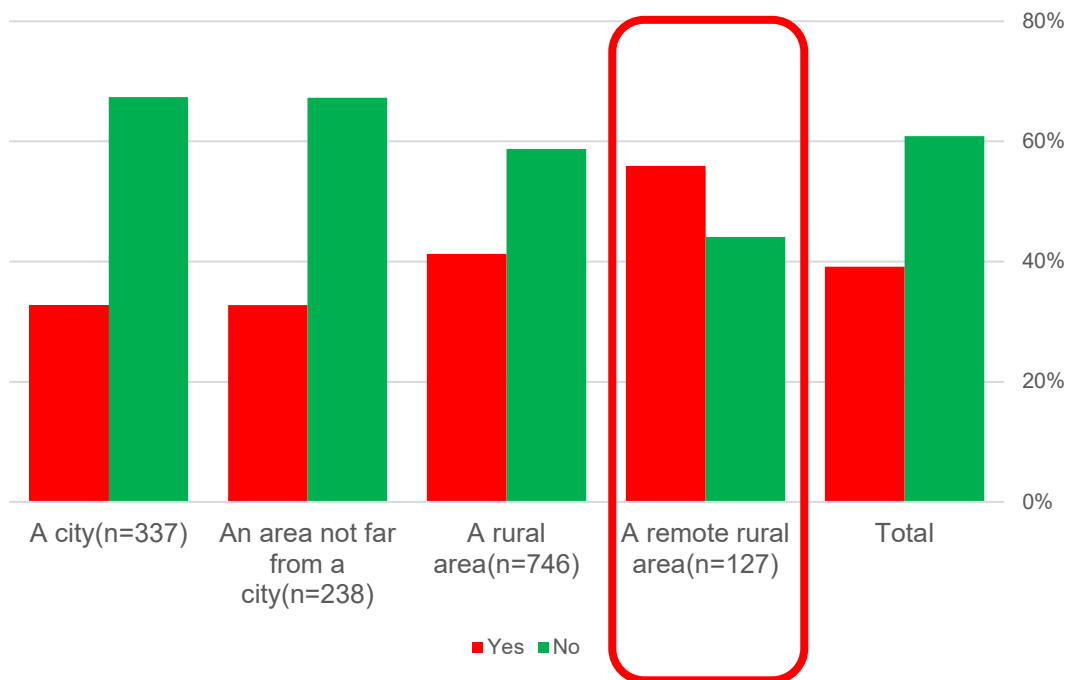
## Question 3: What are the most urgent needs in rural areas?



**Infrastructure**, access to services and facilities, **economic needs** and **digital connectivity** mentioned most frequently (more than 300 times)

Other needs mentioned much less frequently, e.g.

- Education;
- Affordability of housing;
- Demography



## Q 13. Do you feel left behind by society?

Two out of five respondents feel left behind by society

- 39 % yes
- 61 % no



# Vision for rural areas



#RuralVisionEU

**Thank you for  
your attention!**



# Urban-rural flows in the Central European Area

16.12.2021 | Bernd Schuh



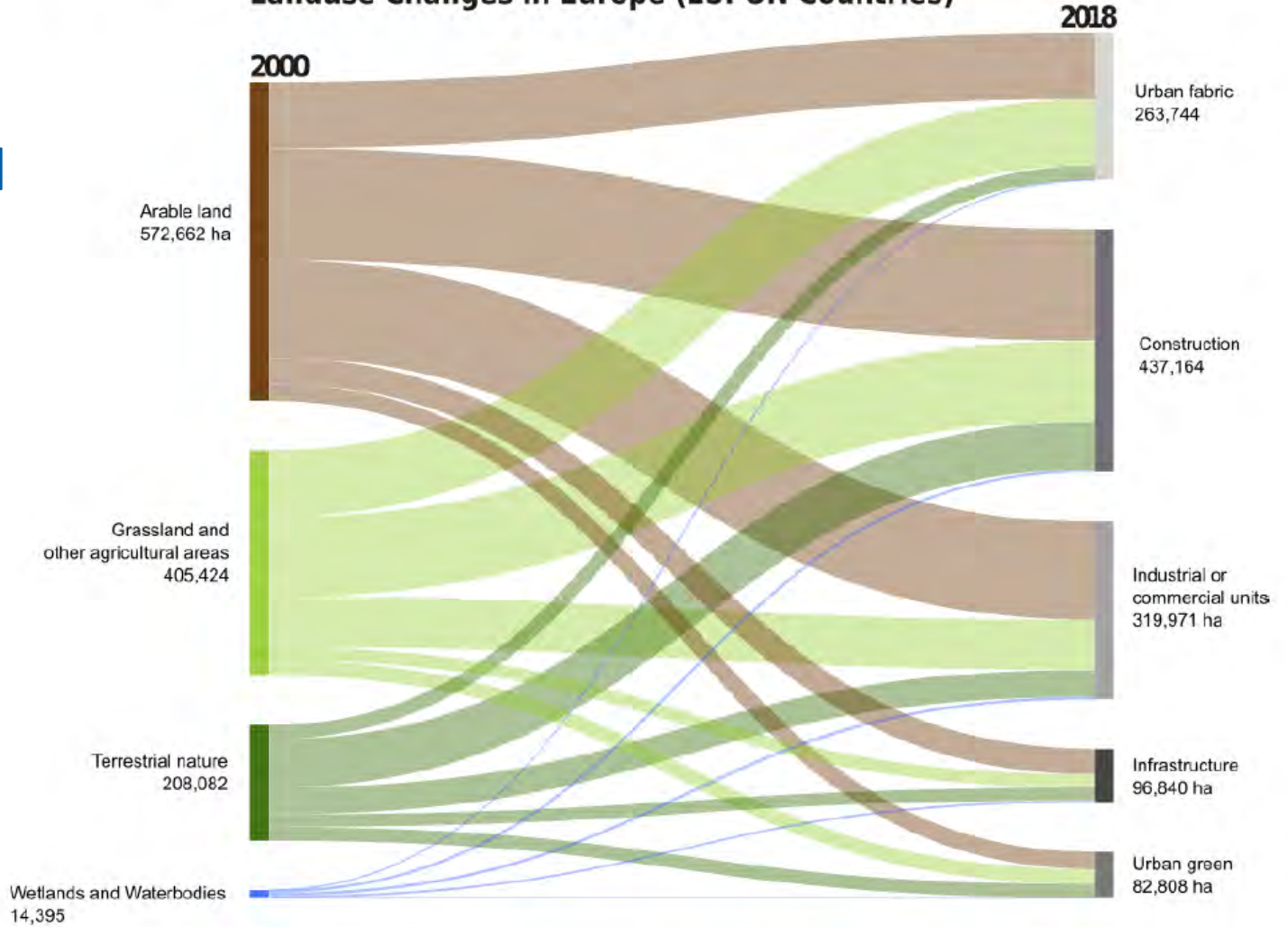
## Content

One step back – how can urban-rural linkages be depicted and therefore analysed and compared on the EU scale

2 examples: ESPON CE Flows & ESPON SUPER

Figure 2.1: Changes to urban land use in the ESPON territory (2000-2018)

**Landuse Changes in Europe (ESPON Countries)**



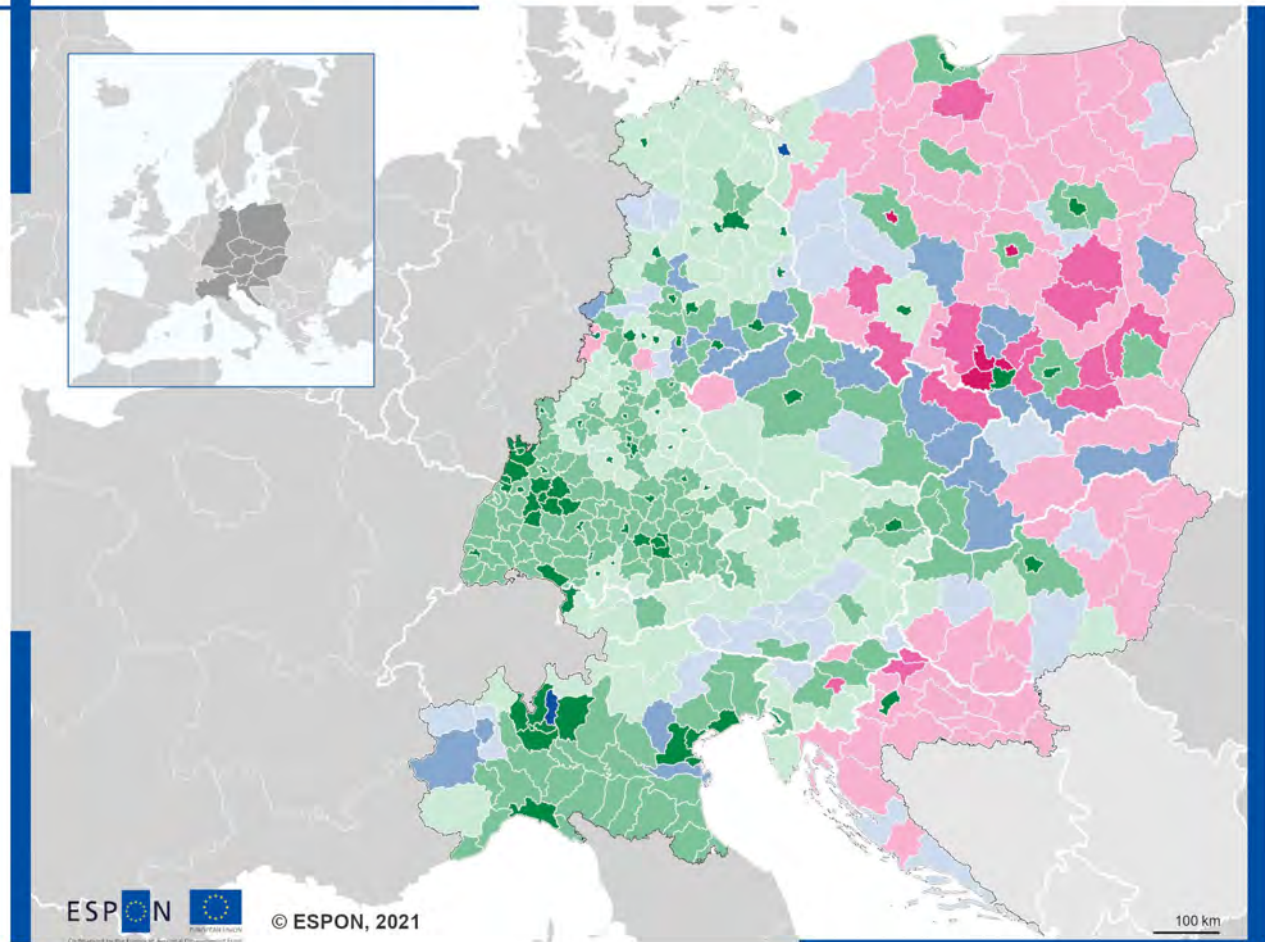
Datenbasis: Laufende Raubeobachtung Europa, EEA - Corine land cover: LCC 2000-2018

© BBSR Bonn 2020

The overall trend

# Commuting in the light of demography

## Population density and net migration

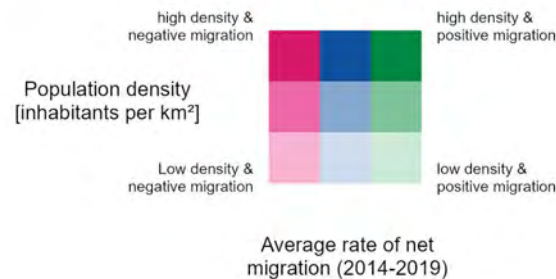


Territorial level: NUTS 3 (version 2016)

Source: CE Flows, 2021

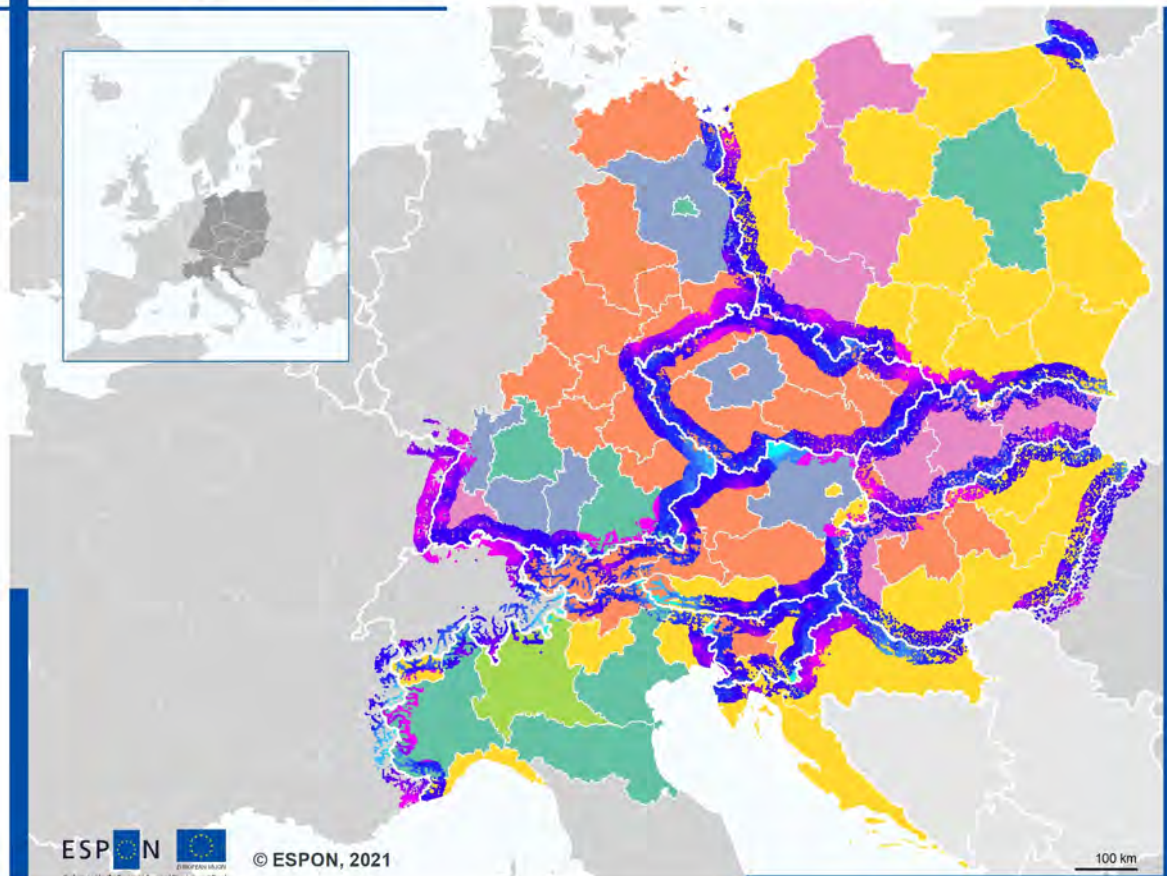
Origin of data: Eurostat 2021

© University of Geneva for administrative boundaries





# Commuting cross-border



**Potential international road accessibility**



**Types of regions**

- Urbanised commuting receivers *Good labour market performance, medium regional commuting*
- Peri-urban commuters *High employment, high cross-regional commuting, low cross-border commuting.*
- Minor commuters (type a) *Low regional commuting patterns, some cross-border commuting. Below-average labour market performance.*
- Minor commuters (type b) *No pronounced commuting patterns, good labour market performance*
- Urban productivity centres *High cross-border commuting, excellent labour market and economic performance*
- Cross-border commuters *High cross-border commuting, medium labour market performance.*

Territorial level: NUTS 0,2,3 (version 2013)  
 Source: CE Flows, 2021  
 Origin of data: Eurostat, 2017, 2018, 2019; Christodoulou, Aris; Christidis, Panayotis, 2017  
 © University of Geneva for administrative boundaries



Map 2.1: Daily rate of urbanization in the 2000-2018 period

Development of Urban Use by Day 2000 - 2018

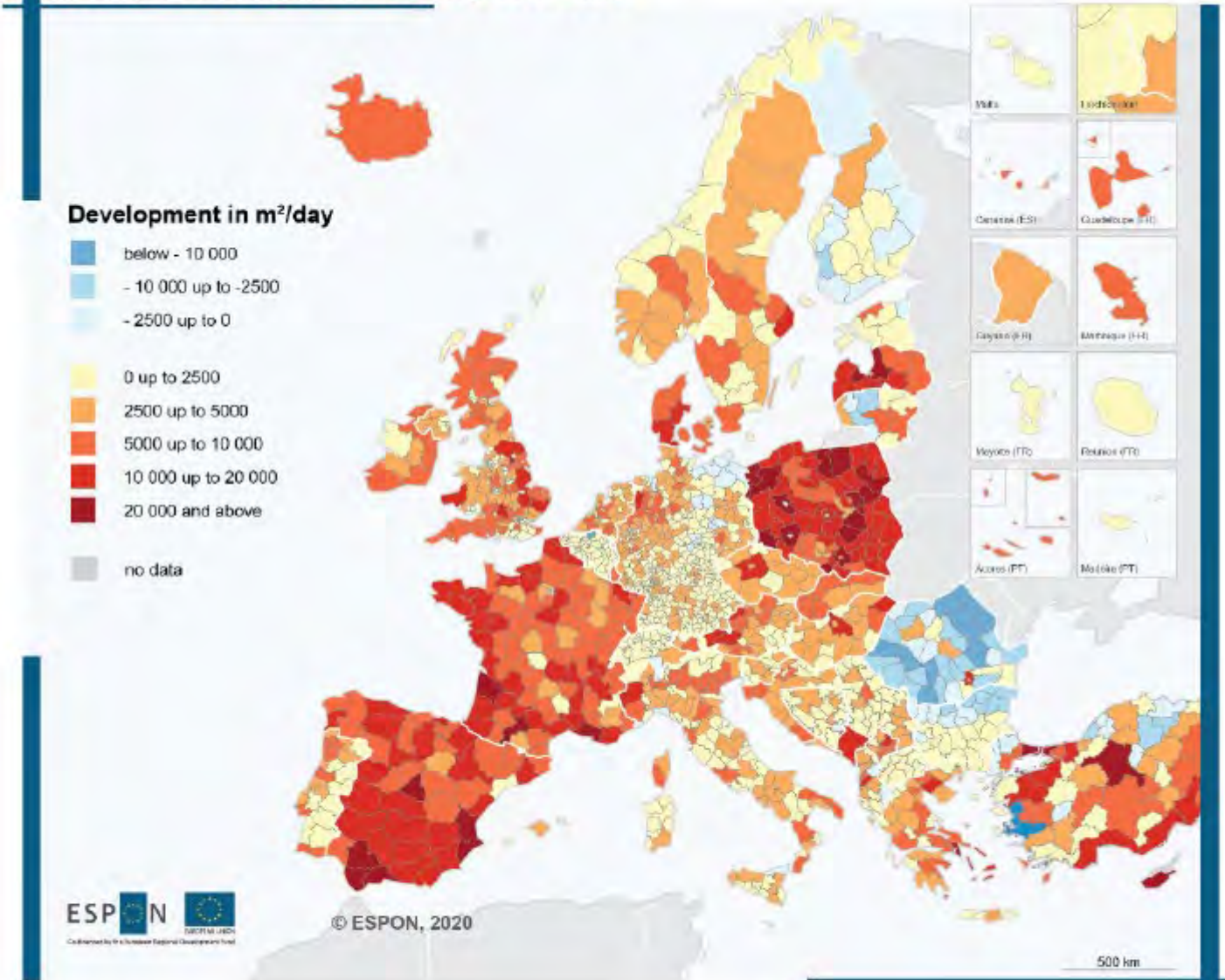
SUPER – the Urban Development perspective

Development in m<sup>2</sup>/day

- below - 10 000
- - 10 000 up to -2500
- -2500 up to 0
- 0 up to 2500
- 2500 up to 5000
- 5000 up to 10 000
- 10 000 up to 20 000
- 20 000 and above
- no data



© ESPON, 2020






The development of urban fabric





Development of urban fabric areas in relation to population development 2000–2018

Ratio of percentage change of urban fabric area and population change 2000–2018

with increase of urban fabric area by declining population

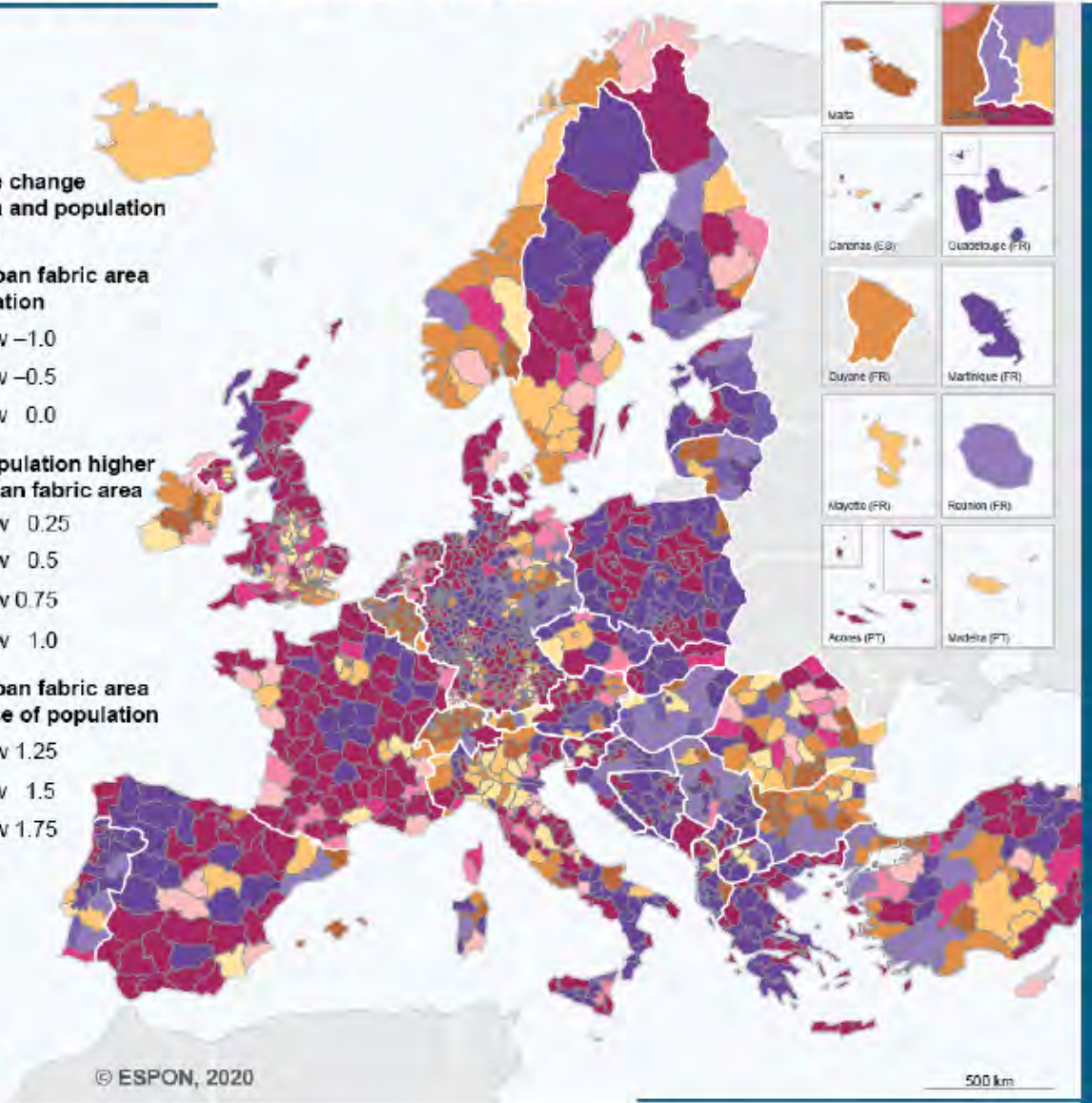
-  up to below -1.0
-  -1.0 up to below -0.5
-  -0.5 up to below 0.0

with increase of population higher than increase of urban fabric area

-  0.0 up to below 0.25
-  0.25 up to below 0.5
-  0.5 up to below 0.75
-  0.75 up to below 1.0

with increase of urban fabric area higher than increase of population

-  1.0 up to below 1.25
-  1.25 up to below 1.5
-  1.5 up to below 1.75
-  1.75 and more
-  no data





## Additional information

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