

# NetBase / NetView 1. Quartal 2004

## The Internet Special Report Switzerland

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## Top 20 Switzerland Domain Report 1Q 2004

| Domain Ranking www. | Unique Audience (000) | Active Reach (%) | Visits per Person* | Time per person** |
|---------------------|-----------------------|------------------|--------------------|-------------------|
| google.ch           | 2093                  | 63.4             | 14.4               | 0:41:57           |
| bluewin.ch          | 1902                  | 57.6             | 25.1               | 1:26:16           |
| microsoft.com       | 1839                  | 55.7             | 4.4                | 0:15:33           |
| msn.ch              | 1588                  | 48.1             | 12.0               | 0:18:27           |
| msn.com             | 1526                  | 46.3             | 14.0               | 1:01:43           |
| passport.com        | 985                   | 29.9             | 14.7               | 0:03:51           |
| sbb.ch              | 983                   | 29.8             | 3.5                | 0:24:02           |
| search.ch           | 912                   | 27.6             | 9.2                | 0:23:39           |
| windowsmedia.com    | 909                   | 27.6             | 3.7                | 0:08:26           |
| passport.net        | 885                   | 26.8             | 9.7                | 0:09:41           |
| sunrise.ch          | 877                   | 26.6             | 12.2               | 0:54:43           |
| google.com          | 778                   | 23.6             | 2.9                | 0:04:41           |
| yahoo.com           | 711                   | 21.6             | 10.7               | 0:25:48           |
| ebay.ch             | 705                   | 21.4             | 5.2                | 0:36:23           |
| ebay.de             | 577                   | 17.5             | 3.5                | 0:20:34           |
| directories.ch      | 549                   | 16.6             | 3.0                | 0:11:17           |
| yellownet.ch        | 534                   | 16.2             | 8.4                | 1:24:05           |
| macromedia.com      | 530                   | 16.1             | 1.7                | 0:02:17           |
| yahoo.de            | 523                   | 15.9             | 9.0                | 0:48:22           |
| swisscom.com        | 521                   | 15.8             | 2.4                | 0:12:07           |
| <b>total</b>        | <b>3300</b>           | <b>100</b>       | <b>55.37</b>       | <b>16:27:08</b>   |

MMXI Switzerland / Nielsen//NetRatings 1Q 2004

WebSites (Internet Applications Excluded) - Panel Type: at home

Universum Digital Media 1Q 2004: 4'374'841 Personen 2+

Universum Active Digital Media 1Q 2004: 3'300'047 Personen 2+ (= Basis für Active Reach (%))

Stichprobe (Panel) 1Q 2004: 3'139 Personen

\* % Anzahl Besuche pro Person auf dieser WebSite bzw. total während der Untersuchungsperiode

\*\* % verbrachte Zeitdauer (hh:mm:ss) pro Person auf dieser WebSite bzw. total während der Untersuchungsperiode

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## Internet Universum: Use at home

### Digital Media Composition

#### 1st quarter 2004

| Demographics    | Universe         |      | Demographics       | Universe                |      | Demographics | Universe                |       |      |
|-----------------|------------------|------|--------------------|-------------------------|------|--------------|-------------------------|-------|------|
|                 | Population (000) | %    |                    | Population (000)        | %    |              | Population (000)        | %     |      |
| Persons 15+     | 3'005            | 100  | Census Region      | 3'005                   | 100  | Occupation   | 3'005                   | 100   |      |
| Males           | 15+              | 1662 | 55.3               | Zurich Swiss German     | 589  | 19.6         | Self employed           | 195   | 6.5  |
|                 | 15-24            | 334  | 11.1               | East Swiss German       | 439  | 14.6         | Artisans/Small business | 27    | 0.9  |
|                 | 25-34            | 403  | 13.4               | Central Swiss German    | 288  | 9.6          | Agriculture             | 21    | 0.7  |
|                 | 35-49            | 557  | 18.5               | Middleland Swiss German | 947  | 31.5         | Empl. - Executive       | 376   | 12.5 |
|                 | 50+              | 368  | 12.2               | Total Swiss German      | 2263 | 75.3         | Empl. - Others          | 1106  | 36.8 |
| Females         | 15+              | 1343 | 44.7               | French Swiss            | 661  | 22.0         | Workers                 | 174   | 5.8  |
|                 | 15-24            | 297  | 9.9                | Italian Swiss           | 81   | 2.7          | Students                | 496   | 16.5 |
|                 | 25-34            | 356  | 11.8               | Household income        |      | 100.0        | Housewives/Houseman     | 334   | 11.1 |
|                 | 35-49            | 475  | 15.8               | below CHF 3850          | 219  | 7.3          | Pensioners              | 267   | 8.9  |
|                 | 50+              | 215  | 7.2                | CHF 3850-6500           | 700  | 23.3         | no answer               | 9     | 0.3  |
|                 |                  |      | CHF6501-7800       | 457                     | 15.2 | Education    |                         | 100.0 |      |
|                 |                  |      | CHF 7801-9500      | 297                     | 9.9  | Unknown      | 21                      | 0.7   |      |
|                 |                  |      | more than CHF 9500 | 400                     | 13.3 | Primary      | 222                     | 7.4   |      |
| Household Sizes |                  | 100  | no answer          | 932                     | 31.0 | Secondary    | 1779                    | 59.2  |      |
| 1 persons       | 607              | 20.2 |                    |                         |      | College      | 288                     | 9.6   |      |
| 2 persons       | 923              | 30.7 |                    |                         |      | University   | 694                     | 23.1  |      |
| 3 persons       | 601              | 20.0 |                    |                         |      |              |                         |       |      |
| 4 person        | 610              | 20.3 |                    |                         |      |              |                         |       |      |
| 5+ persons      | 264              | 8.8  |                    |                         |      |              |                         |       |      |

**Source: NetBase 1Q 2004 Publica Data AG**  
**Anzahl Interviews: 3'500 Personen 15+**

## Internet Universum: Business Use

**Digital Media Composition**  
1st quarter 2004

| Demographics    |       | Universe         |      | Demographics            |       | Universe         |                         | Demographics |      | Universe         |   |
|-----------------|-------|------------------|------|-------------------------|-------|------------------|-------------------------|--------------|------|------------------|---|
|                 |       | Population (000) | %    |                         |       | Population (000) | %                       |              |      | Population (000) | % |
| Persons 15+     |       | 2'174            | 100  | Census Region           | 2'174 | 100              | Occupation              | 2'174        | 100  |                  |   |
| Males           | 15+   | 1238             | 56.9 | Zurich Swiss German     | 447   | 20.6             | Self employed           | 186          | 8.6  |                  |   |
|                 | 15-24 | 245              | 11.3 | East Swiss German       | 306   | 14.1             | Artisans/Small business | 23           | 1.1  |                  |   |
|                 | 25-34 | 317              | 14.6 | Central Swiss German    | 190   | 8.7              | Agriculture             | 10           | 0.5  |                  |   |
|                 | 35-49 | 484              | 22.3 | Middleland Swiss German | 663   | 30.5             | Empl. - Executive       | 366          | 16.8 |                  |   |
|                 | 50+   | 192              | 8.8  | Total Swiss German      | 1606  | 73.9             | Empl. - Others          | 946          | 43.5 |                  |   |
|                 |       |                  |      | French Swiss            | 505   | 23.2             | Workers                 | 114          | 5.2  |                  |   |
| Females         | 15+   | 936              | 43.1 | Italian Swiss           | 63    | 2.9              | Students                | 407          | 18.7 |                  |   |
|                 | 15-24 | 249              | 11.5 |                         |       |                  | Housewives/Houseman     | 95           | 4.4  |                  |   |
|                 | 25-34 | 250              | 11.5 | Household income        |       | 100              | Pensioners/No Answer    | 27           | 1.2  |                  |   |
|                 | 35-49 | 324              | 14.9 | below CHF 3850          | 130   | 6.0              |                         |              |      |                  |   |
|                 | 50+   | 113              | 5.2  | CHF 3850-6500           | 458   | 21.1             | Education               |              | 100  |                  |   |
|                 |       |                  |      | CHF6501-7800            | 339   | 15.6             | Unknown                 | 11           | 0.5  |                  |   |
|                 |       |                  |      | CHF 7801-9500           | 233   | 10.7             | Primary                 | 134          | 6.2  |                  |   |
|                 |       |                  |      | more than CHF 9500      | 348   | 16.0             | Secondary               | 1174         | 54.0 |                  |   |
| Household Sizes |       |                  | 100  | no answer               | 666   | 30.6             | College                 | 236          | 10.9 |                  |   |
| 1 persons       |       | 512              | 23.6 |                         |       |                  | University              | 619          | 28.5 |                  |   |
| 2 persons       |       | 622              | 28.6 |                         |       |                  |                         |              |      |                  |   |
| 3 persons       |       | 437              | 20.1 |                         |       |                  |                         |              |      |                  |   |
| 4 person        |       | 412              | 19.0 |                         |       |                  |                         |              |      |                  |   |
| 5+ persons      |       | 191              | 8.8  |                         |       |                  |                         |              |      |                  |   |

Source: NetBase 1Q 2004 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+

## Internet Universum: Use elsewhere

**Digital Media Composition**  
1st quarter 2004

| Demographics    | Universe         |      | Demographics  | Universe                |      | Demographics | Universe                |      |      |
|-----------------|------------------|------|---------------|-------------------------|------|--------------|-------------------------|------|------|
|                 | Population (000) | %    |               | Population (000)        | %    |              | Population (000)        | %    |      |
| Persons 15+     | 331              | 100  | Census Region | 331                     | 100  |              | 331                     | 100  |      |
| Males           | 15+              | 200  | 60.4          | Zurich Swiss German     | 47   | 14.2         | Self employed           | 20   | 6.0  |
|                 | 15-24            | 77   | 23.3          | East Swiss German       | 49   | 14.8         | Artisans/Small business | 2    | 0.6  |
|                 | 25-34            | 43   | 13.0          | Central Swiss German    | 45   | 13.6         | Agriculture             | 1    | 0.3  |
|                 | 35-49            | 46   | 13.9          | Middleland Swiss German | 110  | 33.2         | Empl. - Executive       | 33   | 10.0 |
|                 | 50+              | 34   | 10.3          | Total Swiss German      | 251  | 75.8         | Empl. - Others          | 89   | 26.9 |
|                 |                  |      | 0.0           | French Swiss            | 74   | 22.4         | Workers                 | 20   | 6.0  |
| Females         | 15+              | 131  | 39.6          | Italian Swiss           | 6    | 1.8          | Students                | 103  | 31.1 |
|                 | 15-24            | 50   | 15.1          |                         |      |              | Housewives/Houseman     | 28   | 8.5  |
|                 | 25-34            | 36   | 10.9          | Household income        |      | 100          | Pensioners/no answer    | 35   | 10.6 |
|                 | 35-49            | 25   | 7.6           | below CHF 3850          | 42   | 12.7         |                         |      |      |
|                 | 50+              | 20   | 6.0           | CHF 3850-6500           | 67   | 20.2         | Education               |      | 100  |
|                 |                  |      |               | CHF6501-7800            | 38   | 11.5         | Unknown                 | 4    | 1.2  |
|                 |                  |      |               | CHF 7801-9500           | 16   | 4.8          | Primary                 | 64   | 19.3 |
|                 |                  |      |               | more than CHF 9500      | 28   | 8.5          | Secondary               | 173  | 52.3 |
| Household Sizes |                  | 100  | no answer     | 140                     | 42.3 | College      | 25                      | 7.6  |      |
| 1 persons       | 105              | 31.7 |               |                         |      | University   | 65                      | 19.6 |      |
| 2 persons       | 72               | 21.8 |               |                         |      |              |                         |      |      |
| 3 persons       | 75               | 22.7 |               |                         |      |              |                         |      |      |
| 4 person        | 52               | 15.7 |               |                         |      |              |                         |      |      |
| 5+ persons      | 27               | 8.2  |               |                         |      |              |                         |      |      |

Source: NetBase 1Q 2004 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+

## Internet Universum: Total use (at home / at work / elsewhere)

**Digital Media Composition**  
1st quarter 2004

| Demographics    |       | Universe         |      | Demographics            |       | Universe         |                         | Demographics |      | Universe         |   |
|-----------------|-------|------------------|------|-------------------------|-------|------------------|-------------------------|--------------|------|------------------|---|
|                 |       | Population (000) | %    |                         |       | Population (000) | %                       |              |      | Population (000) | % |
| Persons 15+     |       | 3'567            | 100  | Census Region           | 3'567 | 100              | Occupation              | 3'567        | 100  |                  |   |
| Males           | 15+   | 1947             | 54.6 | Zurich Swiss German     | 685   | 19.2             | Self employed           | 243          | 6.8  |                  |   |
|                 | 15-24 | 389              | 10.9 | East Swiss German       | 521   | 14.6             | Artisans/Small business | 29           | 0.8  |                  |   |
|                 | 25-34 | 461              | 12.9 | Central Swiss German    | 342   | 9.6              | Agriculture             | 25           | 0.7  |                  |   |
|                 | 35-49 | 656              | 18.4 | Middleland Swiss German | 1102  | 30.9             | Empl. - Executive       | 453          | 12.7 |                  |   |
|                 | 50+   | 441              | 12.4 | Total Swiss German      | 2650  | 74.3             | Empl. - Others          | 1355         | 38.0 |                  |   |
|                 |       |                  |      | French Swiss            | 813   | 22.8             | Workers                 | 210          | 5.9  |                  |   |
| Females         | 15+   | 1620             | 45.4 | Italian Swiss           | 103   | 2.9              | Students                | 585          | 16.4 |                  |   |
|                 | 15-24 | 360              | 10.1 |                         |       |                  | Housewives/Houseman     | 371          | 10.4 |                  |   |
|                 | 25-34 | 424              | 11.9 | Household income        |       | 100              | Pensioners              | 285          | 8.0  |                  |   |
|                 | 35-49 | 563              | 15.8 | below CHF 3850          | 282   | 7.9              | no answer               | 11           | 0.3  |                  |   |
|                 | 50+   | 273              | 7.7  | CHF 3850-6500           | 856   | 24.0             | Education               |              | 100  |                  |   |
|                 |       |                  |      | CHF6501-7800            | 535   | 15.0             | Unknown                 | 25           | 0.7  |                  |   |
|                 |       |                  |      | CHF 7801-9500           | 339   | 9.5              | Primary                 | 275          | 7.7  |                  |   |
|                 |       |                  |      | more than CHF 9500      | 449   | 12.6             | Secondary               | 2105         | 59.0 |                  |   |
| Household Sizes |       |                  | 100  | no answer               | 1106  | 31.0             | College                 | 353          | 9.9  |                  |   |
| 1 persons       |       | 813              | 22.8 |                         |       |                  | University              | 810          | 22.7 |                  |   |
| 2 persons       |       | 1077             | 30.2 |                         |       |                  |                         |              |      |                  |   |
| 3 persons       |       | 696              | 19.5 |                         |       |                  |                         |              |      |                  |   |
| 4 person        |       | 681              | 19.1 |                         |       |                  |                         |              |      |                  |   |
| 5+ persons      |       | 300              | 8.4  |                         |       |                  |                         |              |      |                  |   |

Source: NetBase 1Q 2004 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+