

# NetBase / NetView 1. Quartal 2005

## The Internet Special Report Switzerland

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## Top 20 Switzerland Domain Report 1Q 2005

Domain Ranking www.	Unique Audience (000)	Active Reach (%)	Visits per Person*	Time per person**
google.ch	2601	71.3	19.1	0:51:50
bluewin.ch	2051	56.2	27.1	1:37:13
microsoft.com	1843	50.5	4.0	0:13:51
msn.ch	1808	49.5	12.1	0:17:26
msn.com	1672	45.8	15.8	0:51:08
sbb.ch	1161	31.8	4.1	0:25:53
passport.com	1100	30.2	14.3	0:04:21
search.ch	1079	29.6	8.3	0:30:39
yahoo.com	1037	28.4	10.1	0:48:49
passport.net	932	25.5	10.3	0:09:18
google.com	909	24.9	4.7	0:11:12
sunrise.ch	894	24.5	14.1	0:55:41
ebay.ch	887	24.3	5.6	0:44:43
ricardo.ch	879	24.1	8.9	1:25:45
directories.ch	690	18.9	3.4	0:14:35
macromedia.com	670	18.4	2.6	0:04:06
yahoo.de	618	16.9	7.0	0:22:29
windowsmedia.com	604	16.5	2.1	0:04:34
admin.ch	601	16.5	2.4	0:11:56
free.fr	598	16.4	4.2	0:16:24
<b>total</b>	<b>3650</b>	<b>100</b>	<b>62.4</b>	<b>18:17:18</b>

MMXI Switzerland / Nielsen//NetRatings 1Q 2005

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

Internet Universe Estimate 1Q 2005: 4'688'775 Personen 2+

Active Internet Universe 1Q 2005: 3'398'689 Personen 2+ (= Basis für Active Reach (%))

Sample (Panel) 1Q 2005: 2'782 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

**PUBLICA DATA AG**



Internet Universum: Use at home

**Digital Media Composition**  
1st Quarter 2005

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		3'297	100	Census Region	3'297	100	Occupation	3'297	100		
Males	15+	1800	54.6	Zurich Swiss German	625	19.0	Self employed	217	6.6		
	15-24	349	10.6	East Swiss German	474	14.4	Artisans/Small business	51	1.5		
	25-34	405	12.3	Central Swiss German	323	9.8	Agriculture	21	0.6		
	35-49	600	18.2	Middleland Swiss German	1066	32.3	Empl. - Executive	402	12.2		
	50+	447	13.6	Total Swiss German	2487	75.4	Empl. - Others	1099	33.3		
				French Swiss	713	21.6	Workers	285	8.6		
Females	15+	1497	45.4	Italian Swiss	96	2.9	Students	527	16.0		
	15-24	309	9.4			Housewives/Houseman	344	10.4			
	25-34	381	11.6	Household income		100	Pensioners	337	10.2		
	35-49	519	15.7	below CHF 3850	224	6.8	no answer	13	0.4		
	50+	288	8.7	CHF 3850-6500	798	24.2	Education		100		
				CHF6501-7800	419	12.7	Unknown	35	1.1		
				CHF 7801-9500	327	9.9	Primary	264	8.0		
				more than CHF 9500	436	13.2	Secondary	1737	52.7		
Household Sizes			100	no answer	1092	33.1	College	410	12.4		
1 persons		700	21.2			University	850	25.8			
2 persons		1031	31.3								
3 persons		633	19.2								
4 person		656	19.9								
5+ persons		276	8.4								

Source: NetBase 1Q 2005 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+ / Monat

Internet Universum: Business Use

**Digital Media Composition**  
1st Quarter 2005

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		2'414	100	Census Region	2'414	100	Occupation	2'414	100		
Males	15+	1382	57.2	Zurich Swiss German	465	19.3	Self employed	193	8.0		
	15-24	270	11.2	East Swiss German	327	13.5	Artisans/Small business	40	1.7		
	25-34	344	14.3	Central Swiss German	271	11.2	Agriculture	15	0.6		
	35-49	541	22.4	Middleland Swiss German	778	32.2	Empl. - Executive	411	17.0		
	50+	228	9.4	Total Swiss German	1841	76.3	Empl. - Others	977	40.5		
				French Swiss	504	20.9	Workers	189	7.8		
Females	15+	1032	42.8	Italian Swiss	69	2.9	Students	439	18.2		
	15-24	254	10.5			Housewives/Houseman	113	4.7			
	25-34	295	12.2	Household income		100	Pensioners/No Answer	38	1.6		
	35-49	360	14.9	below CHF 3850	139	5.8					
	50+	122	5.1	CHF 3850-6500	545	22.6	Education		100		
				CHF6501-7800	305	12.6	Unknown	28	1.2		
				CHF 7801-9500	251	10.4	Primary	172	7.1		
				more than CHF 9500	381	15.8	Secondary	1178	48.8		
Household Sizes			100	no answer	791	32.8	College	303	12.6		
1 persons		600	24.9			University	732	30.3			
2 persons		658	27.3								
3 persons		477	19.8								
4 person		470	19.5								
5+ persons		209	8.7								

Source: NetBase 1Q 2005 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+ / Monat

Internet Universum: Use elsewhere

**Digital Media Composition**  
1st Quarter 2005

Demographics	Universe		Demographics	Universe		Demographics	Universe		
	Population (000)	%		Population (000)	%		Population (000)	%	
Persons 15+	306	100	Census Region	306	100		306	100	
Males	15+	166	54.2	Zurich Swiss German	47	15.4	Self employed	17	5.6
	15-24	54	17.6	East Swiss German	50	16.3	Artisans/Small business	4	1.3
	25-34	36	11.8	Central Swiss German	32	10.5	Agriculture	3	1.0
	35-49	42	13.7	Middleland Swiss German	108	35.3	Empl. - Executive	23	7.5
	50+	34	11.1	Total Swiss German	237	77.5	Empl. - Others	83	27.1
		0.0	French Swiss	61	19.9	Workers	28	9.2	
Females	15+	141	46.1	Italian Swiss	8	2.6	Students	88	28.8
	15-24	54	17.6				Housewives/Houseman	26	8.5
	25-34	31	10.1	Household income		101	Pensioners/no answer	35	11.4
	35-49	28	9.2	below CHF 3850	44	14.4			
	50+	27	8.8	CHF 3850-6500	81	26.5	Education		100
			CHF6501-7800	25	8.2	Unknown	5	1.6	
			CHF 7801-9500	18	5.9	Primary	45	14.7	
			more than CHF 9500	30	9.8	Secondary	163	53.3	
Household Sizes		100	no answer	110	35.9	College	22	7.2	
1 persons	88	28.8				University	71	23.2	
2 persons	85	27.8							
3 persons	54	17.6							
4 person	47	15.4							
5+ persons	33	10.8							

Source: NetBase 1Q 2005 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+ / Monat

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

**Digital Media Composition**  
1st Quarter 2005

Demographics	Universe		Demographics	Universe		Demographics	Universe		
	Population (000)	%		Population (000)	%		Population (000)	%	
Persons 15+	3'849	100	Census Region	3'849	100	Occupation	3'849	100	
Males	15+	2076	53.9	Zurich Swiss German	706	18.3	Self employed	265	6.9
	15-24	389	10.1	East Swiss German	553	14.4	Artisans/Small business	63	1.6
	25-34	471	12.2	Central Swiss German	386	10.0	Agriculture	25	0.6
	35-49	699	18.2	Middleland Swiss German	1241	32.2	Empl. - Executive	481	12.5
	50+	517	13.4	Total Swiss German	2887	75.0	Empl. - Others	1340	34.8
Females	15+	1773	46.1	French Swiss	846	22.0	Workers	331	8.6
	15-24	367	9.5	Italian Swiss	115	3.0	Students	591	15.4
	25-34	453	11.8	Household income		100	Housewives/Houseman	371	9.6
	35-49	606	15.7	below CHF 3850	288	7.5	Pensioners	363	9.4
	50+	346	9.0	CHF 3850-6500	970	25.2	no answer	17	0.4
Household Sizes			100	CHF6501-7800	483	12.5	Education		100
	1 persons	922	24.0	CHF 7801-9500	363	9.4	Unknown	44	1.1
	2 persons	1177	30.6	more than CHF 9500	487	12.7	Primary	302	7.8
	3 persons	711	18.5	no answer	1258	32.7	Secondary	2069	53.8
	4 person	726	18.9				College	463	12.0
5+ persons	313	8.1				University	971	25.2	

Source: NetBase 1Q 2005 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+ / Monat