

NetBase / NetView 2. Quartal 2004

The Internet Special Report Switzerland

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Top 20 Switzerland Domain Report 2Q 2004

Domain Ranking www.	Unique Audience (000)	Active Reach (%)	Visits per Person*	Time per person**
google.ch	2211	64.4	15.8	0:51:36
bluewin.ch	1947	56.7	26.2	1:25:09
microsoft.com	1810	52.7	3.9	0:14:49
msn.ch	1601	46.6	13.2	0:17:14
msn.com	1534	44.7	14.9	0:57:32
sbb.ch	1035	30.1	4.0	0:27:09
passport.com	1008	29.4	15.9	0:03:38
search.ch	1001	29.1	9.0	0:24:54
sunrise.ch	976	28.4	13.9	1:14:36
windowsmedia.com	935	27.2	4.5	0:10:46
passport.net	883	25.7	10.1	0:09:36
google.com	761	22.2	2.9	0:04:59
yahoo.com	744	21.7	10.5	0:30:34
ebay.ch	708	20.6	6.4	0:43:21
ricardo.ch	616	17.9	9.3	1:27:00
directories.ch	594	17.3	3.3	0:13:39
ebay.de	580	16.9	3.9	0:20:41
yellownet.ch	577	16.8	7.6	1:17:04
swisscom.com	554	16.1	2.2	0:10:44
admin.ch	541	15.8	2.3	0:10:36
total	3434	100	57.96	16:46:25

MMXI Switzerland / Nielsen/NetRatings 2Q 2004

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

Universum Digital Media 2Q 2004: 4'606'512 Personen 2+

Universum Active Digital Media 2Q 2004: 3'433'596 Personen 2+ (= Basis für Active Reach (%))

Stichprobe (Panel) 2Q 2004: 2'900 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



Internet Universum: Business Use

Digital Media Composition
2nd Quarter 2004

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		2'329	100	Census Region	2'329	100	Occupation	2'329	100		
Males	15+	1372	58.9	Zurich Swiss German	464	19.9	Self employed	182	7.8		
	15-24	286	12.3	East Swiss German	347	14.9	Artisans/Small business	35	1.5		
	25-34	356	15.3	Central Swiss German	239	10.3	Agriculture	12	0.5		
	35-49	503	21.6	Middleland Swiss German	735	31.6	Empl. - Executive	407	17.5		
	50+	227	9.7	Total Swiss German	1785	76.6	Empl. - Others	901	38.7		
				French Swiss	476	20.4	Workers	214	9.2		
Females	15+	957	41.1	Italian Swiss	68	2.9	Students	446	19.1		
	15-24	249	10.7			Housewives/Houseman	104	4.5			
	25-34	274	11.8	Household income		100	Pensioners/No Answer	28	1.2		
	35-49	325	14.0	below CHF 3850	143	6.1					
	50+	109	4.7	CHF 3850-6500	500	21.5	Education		100		
				CHF6501-7800	367	15.8	Unknown	26	1.1		
				CHF 7801-9500	267	11.5	Primary	167	7.2		
				more than CHF 9500	416	17.9	Secondary	1169	50.2		
Household Sizes			100	no answer	636	27.3	College	249	10.7		
1 persons		535	23.0			University	718	30.8			
2 persons		697	29.9								
3 persons		447	19.2								
4 person		442	19.0								
5+ persons		208	8.9								

Source: NetBase 2Q 2004 Publica Data AG
Anzahl Interviews: 3'500 Personen 15+ / Monat

Internet Universum: Use at home

Digital Media Composition
2nd Quarter 2004

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		3'071	100	Census Region	3'071	100	Occupation	3'071	100		
Males	15+	1683	54.8	Zurich Swiss German	581	18.9	Self employed	209	6.8		
	15-24	336	10.9	East Swiss German	462	15.0	Artisans/Small business	45	1.5		
	25-34	395	12.9	Central Swiss German	316	10.3	Agriculture	15	0.5		
	35-49	574	18.7	Middleland Swiss German	954	31.1	Empl. - Executive	362	11.8		
	50+	378	12.3	Total Swiss German	2313	75.3	Empl. - Others	1024	33.3		
				French Swiss	668	21.8	Workers	319	10.4		
Females	15+	1388	45.2	Italian Swiss	90	2.9	Students	504	16.4		
	15-24	306	10.0				Housewives/Houseman	335	10.9		
	25-34	366	11.9	Household income		100.0	Pensioners	252	8.2		
	35-49	489	15.9	below CHF 3850	225	7.3	no answer	6	0.2		
	50+	227	7.4	CHF 3850-6500	720	23.4	Education		100		
				CHF6501-7800	481	15.7	Unknown	29	0.9		
				CHF 7801-9500	325	10.6	Primary	225	7.3		
				more than CHF 9500	465	15.1	Secondary	1710	55.7		
Household Sizes			100	no answer	855	27.8	College	310	10.1		
1 persons		587	19.1				University	797	26.0		
2 persons		967	31.5								
3 persons		616	20.1								
4 person		622	20.3								
5+ persons		279	9.1								

Source: NetBase 2Q 2004 Publica Data AG
Anzahl Interviews: 3'500 Personen 15+ / Monat

Internet Universum: Use elsewhere

Digital Media Composition
2nd Quarter 2004

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		405	100	Census Region	405	100		405	100		
Males	15+	235	58.0	Zurich Swiss German	74	18.3	Self employed	20	4.9		
	15-24	94	23.2	East Swiss German	57	14.1	Artisans/Small business	9	2.2		
	25-34	48	11.9	Central Swiss German	49	12.1	Agriculture	3	0.7		
	35-49	52	12.8	Middleland Swiss German	154	38.0	Empl. - Executive	35	8.6		
	50+	41	10.1	Total Swiss German	334	82.5	Empl. - Others	113	27.9		
			0.0	French Swiss	63	15.6	Workers	38	9.4		
Females	15+	170	42.0	Italian Swiss	8	2.0	Students	122	30.1		
	15-24	68	16.8			Housewives/Houseman	25	6.2			
	25-34	38	9.4	Household income		100	Pensioners/no answer	40	9.9		
	35-49	26	6.4	below CHF 3850	52	12.8					
	50+	38	9.4	CHF 3850-6500	96	23.7	Education		100		
				CHF6501-7800	41	10.1	Unknown	10	2.5		
				CHF 7801-9500	37	9.1	Primary	72	17.8		
				more than CHF 9500	35	8.6	Secondary	210	51.9		
Household Sizes			100	no answer	144	35.6	College	37	9.1		
1 persons		115	28.4			University	76	18.8			
2 persons		95	23.5								
3 persons		75	18.5								
4 person		80	19.8								
5+ persons		40	9.9								

Source: NetBase 2Q 2004 Publica Data AG
Anzahl Interviews: 3'500 Personen 15+ / Monat

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

Digital Media Composition
2nd Quarter 2004

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		3'684	100	Census Region	3'684	100	Occupation	3'684	100		
Males	15+	2009	54.5	Zurich Swiss German	685	18.6	Self employed	238	6.5		
	15-24	386	10.5	East Swiss German	538	14.6	Artisans/Small business	55	1.5		
	25-34	474	12.9	Central Swiss German	371	10.1	Agriculture	19	0.5		
	35-49	683	18.5	Middleland Swiss German	1165	31.6	Empl. - Executive	463	12.6		
	50+	466	12.6	Total Swiss German	2759	74.9	Empl. - Others	1284	34.9		
				French Swiss	813	22.1	Workers	387	10.5		
Females	15+	1675	45.5	Italian Swiss	112	3.0	Students	578	15.7		
	15-24	369	10.0				Housewives/Houseman	369	10.0		
	25-34	444	12.1	Household income		100	Pensioners	285	7.7		
	35-49	577	15.7	below CHF 3850	292	7.9	no answer	6	0.2		
	50+	285	7.7	CHF 3850-6500	907	24.6	Education		100		
				CHF6501-7800	561	15.2	Unknown	45	1.2		
				CHF 7801-9500	383	10.4	Primary	279	7.6		
				more than CHF 9500	516	14.0	Secondary	2069	56.2		
Household Sizes			100	no answer	1025	27.8	College	358	9.7		
1 persons		836	22.7				University	933	25.3		
2 persons		1124	30.5								
3 persons		707	19.2								
4 person		705	19.1								
5+ persons		312	8.5								

Source: NetBase 2Q 2004 Publica Data AG
Anzahl Interviews: 3'500 Personen 15+ / Monat