

# NetBase / NetView 2. Quartal 2005

## The Internet Special Report Switzerland

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## Top 20 Switzerland Domain Report 2Q 2005

Domain Ranking www.	Unique Audience (000)	Active Reach (%)	Visits per Person*	Time per person**
google.ch	2700	74.0	21.9	0:52:55
bluewin.ch	1999	54.8	29.2	1:29:09
msn.com	1764	48.4	16.7	0:54:00
microsoft.com	1720	47.2	4.3	0:17:30
msn.ch	1715	47.0	9.9	0:10:06
search.ch	1230	33.7	8.4	0:32:54
sbb.ch	1208	33.1	4.3	0:26:46
passport.com	1171	32.1	14.8	0:04:38
google.com	1054	28.9	4.6	0:11:22
yahoo.com	1005	27.6	11.4	0:58:03
passport.net	980	26.9	10.6	0:10:42
ricardo.ch	914	25.1	9.8	1:36:49
sunrise.ch	896	24.6	14.2	0:57:41
ebay.ch	882	24.2	5.2	0:45:24
directories.ch	773	21.2	3.6	0:14:20
swisscom.com	680	18.7	3.4	0:13:08
free.fr	676	18.5	4.6	0:17:33
macromedia.com	668	18.3	2.7	0:05:06
postfinance.ch	657	18.0	5.1	0:15:26
admin.ch	625	17.1	2.4	0:10:42
<b>total</b>	<b>3647</b>	<b>100</b>	<b>62.9</b>	<b>18:58:57</b>

MMXI Switzerland / Nielsen//NetRatings 2Q 2005

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

Internet Universe Estimate 2Q 2005: 4'760'011 Personen 2+

Active Internet Universe 2Q 2005: 3'646'885 Personen 2+ (= Basis für Active Reach (%))

Sample (Panel) 2Q 2005: 3'175 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 2nd Quarter 2005

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		3'360	100	Census Region	3'360	100	Occupation	3'360	100		
Males	15+	1828	54.4	Zurich Swiss German	638	19.0	Self employed	217	6.5		
	15-24	355	10.6	East Swiss German	519	15.4	Artisans/Small business	44	1.3		
	25-34	410	12.2	Central Swiss German	340	10.1	Agriculture	18	0.5		
	35-49	612	18.2	Middleland Swiss German	1026	30.5	Empl. - Executive	443	13.2		
	50+	451	13.4	Total Swiss German	2523	75.1	Empl. - Others	1042	31.0		
				French Swiss	723	21.5	Workers	386	11.5		
Females	15+	1532	45.6	Italian Swiss	104	3.1	Students	511	15.2		
	15-24	324	9.6				Housewives/Houseman	354	10.5		
	25-34	388	11.5	Household income		100	Pensioners	331	9.9		
	35-49	543	16.2	below CHF 3850	239	7.1	no answer	13	0.4		
	50+	276	8.2	CHF 3850-6500	794	23.6	Education		100		
				CHF6501-7800	494	14.7	Unknown	42	1.3		
				CHF 7801-9500	338	10.1	Primary	258	7.7		
				more than CHF 9500	497	14.8	Secondary	1906	56.7		
Household Sizes			100	no answer	1011	30.1	College	348	10.4		
1 persons		716	21.3				University	806	24.0		
2 persons		1034	30.8								
3 persons		638	19.0								
4 person		676	20.1								
5+ persons		299	8.9								

Source: NetBase 2Q 2005 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+ / Monat

## Internet Universum: Business Use

**Digital Media Composition**  
2nd Quarter 2005

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		2'461	100	Census Region	2'461	100	Occupation	2'461	100		
Males	15+	1394	56.6	Zurich Swiss German	530	21.5	Self employed	198	8.0		
	15-24	259	10.5	East Swiss German	350	14.2	Artisans/Small business	36	1.5		
	25-34	363	14.8	Central Swiss German	243	9.9	Agriculture	6	0.2		
	35-49	526	21.4	Middleland Swiss German	752	30.6	Empl. - Executive	443	18.0		
	50+	245	10.0	Total Swiss German	1874	76.1	Empl. - Others	942	38.3		
				French Swiss	498	20.2	Workers	259	10.5		
Females	15+	1068	43.4	Italian Swiss	89	3.6	Students	417	16.9		
	15-24	258	10.5				Housewives/Houseman	112	4.6		
	25-34	295	12.0	Household income		100	Pensioners/No Answer	47	1.9		
	35-49	375	15.2	below CHF 3850	141	5.7					
	50+	140	5.7	CHF 3850-6500	527	21.4	Education		100		
				CHF6501-7800	365	14.8	Unknown	28	1.1		
				CHF 7801-9500	288	11.7	Primary	158	6.4		
				more than CHF 9500	442	18.0	Secondary	1268	51.5		
Household Sizes			100	no answer	702	28.5	College	289	11.7		
1 persons		595	24.2				University	718	29.2		
2 persons		739	30.0								
3 persons		458	18.6								
4 person		469	19.1								
5+ persons		200	8.1								

Source: NetBase 2Q 2005 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+ / Monat

## Internet Universum: Use elsewhere

**Digital Media Composition**  
2nd Quarter 2005

Demographics	Universe		Demographics	Universe		Demographics	Universe		
	Population (000)	%		Population (000)	%		Population (000)	%	
Persons 15+	358	100	Census Region	358	100		358	100	
Males	15+	211	58.9	Zurich Swiss German	67	18.7	Self employed	18	5.0
	15-24	86	24.0	East Swiss German	63	17.6	Artisans/Small business	2	0.6
	25-34	42	11.7	Central Swiss German	25	7.0	Agriculture	2	0.6
	35-49	46	12.8	Middleland Swiss German	124	34.6	Empl. - Executive	35	9.8
	50+	37	10.3	Total Swiss German	279	77.9	Empl. - Others	83	23.2
Females	15+	146	40.8	French Swiss	69	19.3	Workers	45	12.6
	15-24	60	16.8	Italian Swiss	9	2.5	Students	105	29.3
	25-34	32	8.9	Household income		100	Housewives/Houseman	30	8.4
	35-49	28	7.8	below CHF 3850	53	14.8	Pensioners/no answer	39	10.9
	50+	27	7.5	CHF 3850-6500	77	21.5	Education		100
			CHF6501-7800	41	11.5	Unknown	6	1.7	
			CHF 7801-9500	26	7.3	Primary	61	17.0	
			more than CHF 9500	32	8.9	Secondary	199	55.6	
Household Sizes		100	no answer	128	35.8	College	27	7.5	
1 persons	91	25.4				University	64	17.9	
2 persons	87	24.3							
3 persons	63	17.6							
4 person	70	19.6							
5+ persons	46	12.8							

Source: NetBase 2Q 2005 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+ / Monat

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

**Digital Media Composition**  
2nd Quarter 2005

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		3'925	100	Census Region	3'925	100	Occupation	3'925	100		
Males	15+	2114	53.9	Zurich Swiss German	765	19.5	Self employed	255	6.5		
	15-24	403	10.3	East Swiss German	585	14.9	Artisans/Small business	53	1.4		
	25-34	478	12.2	Central Swiss German	386	9.8	Agriculture	19	0.5		
	35-49	706	18.0	Middleland Swiss German	1202	30.6	Empl. - Executive	523	13.3		
	50+	527	13.4	Total Swiss German	2937	74.8	Empl. - Others	1279	32.6		
				French Swiss	860	21.9	Workers	440	11.2		
Females	15+	1812	46.2	Italian Swiss	129	3.3	Students	584	14.9		
	15-24	382	9.7				Housewives/Houseman	383	9.8		
	25-34	460	11.7	Household income		100	Pensioners	370	9.4		
	35-49	626	15.9	below CHF 3850	331	8.4	no answer	18	0.5		
	50+	344	8.8	CHF 3850-6500	962	24.5	Education		100		
				CHF6501-7800	566	14.4	Unknown	52	1.3		
				CHF 7801-9500	385	9.8	Primary	309	7.9		
				more than CHF 9500	558	14.2	Secondary	2230	56.8		
Household Sizes			100	no answer	1134	28.9	College	409	10.4		
1 persons		939	23.9				University	926	23.6		
2 persons		1206	30.7								
3 persons		707	18.0								
4 person		742	18.9								
5+ persons		332	8.5								

Source: NetBase 2Q 2005 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+ / Monat