

NetBase / NetView 3. Quartal 2004

The Internet Special Report Switzerland

Adressen

Publica Data AG

Dufourstrasse 131
CH-8034 Zürich
Phone: +41 1 420 17 60
Fax: +41 1 420 17 90
info@publicadata.ch



PUBLICA DATA AG

MMXI Switzerland

Stauffacherstrasse 28
CH-8004 Zürich
Phone: +41 1 296 6000
Fax: +41 1 296 6008



Publica Data AG

Giacomettistrasse 1
CH-3000 Bern 15
Phone: +41 31 350 94 49
Fax: +41 31 350 94 38

Kontaktperson

Vanessa Marr (-Meister)

vanessa.marr@publicadata.ch

Die Vermarktungsrechte liegen exklusiv bei der Publica Data AG und MMXI Switzerland
Copyright © 2004 Publica Data AG

Top 20 Switzerland Domain Report 3Q 2004

Domain Ranking www.	Unique Audience (000)	Active Reach (%)	Visits per Person*	Time per person**
google.ch	2324	68.3	17.3	0:52:19
bluewin.ch	1947	57.2	27.8	1:32:02
microsoft.com	1772	52.0	4.5	0:17:17
msn.ch	1640	48.2	13.9	0:19:31
msn.com	1526	44.8	15.0	0:57:10
sbb.ch	1052	30.9	4.2	0:27:38
passport.com	1005	29.5	14.9	0:03:52
search.ch	978	28.7	7.6	0:23:28
sunrise.ch	948	27.8	10.8	0:45:27
passport.net	906	26.6	10.5	0:11:13
windowsmedia.com	894	26.3	4.7	0:12:04
google.com	807	23.7	4.5	0:07:44
yahoo.com	799	23.5	8.9	0:26:26
ebay.ch	725	21.3	6.2	0:49:16
ricardo.ch	687	20.2	10.2	1:22:55
directories.ch	634	18.6	3.4	0:14:45
ebay.de	575	16.9	5.0	0:32:38
swisscom.com	573	16.8	2.8	0:13:41
yellownet.ch	570	16.8	8.5	1:26:13
macromedia.com	534	15.7	2.6	0:03:25
total	3404	100	57.5	16:23:03

MMXI Switzerland / Nielsen//NetRatings 3Q 2004
 WebSites (Internet Applications Excluded) - Panel Type: at home
 Universum Digital Media 3Q 2004: 4'570'045 Personen 2+
 Universum Active Digital Media 3Q 2004: 3'404'101 Personen 2+ (= Basis für Active Reach (%))
 Stichprobe (Panel) 3Q 2004: 2'902 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: Use at home

Digital Media Composition
3rd Quarter 2004

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		3'226	100	Census Region	3'226	100	Occupation	3'226	100		
Males	15+	1792	55.5	Zurich Swiss German	644	20.0	Self employed	213	6.6		
	15-24	342	10.6	East Swiss German	477	14.8	Artisans/Small business	43	1.3		
	25-34	418	13.0	Central Swiss German	319	9.9	Agriculture	17	0.5		
	35-49	606	18.8	Middleland Swiss German	1017	31.5	Empl. - Executive	453	14.0		
	50+	426	13.2	Total Swiss German	2458	76.2	Empl. - Others	1061	32.9		
				French Swiss	680	21.1	Workers	350	10.8		
Females	15+	1435	44.5	Italian Swiss	88	2.7	Students	478	14.8		
	15-24	304	9.4			Housewives/Houseman	303	9.4			
	25-34	360	11.2	Household income		100.0	Pensioners	299	9.3		
	35-49	508	15.7	below CHF 3850	283	8.8	no answer	10	0.3		
	50+	263	8.2	CHF 3850-6500	821	25.4	Education		100		
				CHF6501-7800	499	15.5	Unknown	49	1.5		
				CHF 7801-9500	324	10.0	Primary	228	7.1		
				more than CHF 9500	489	15.2	Secondary	1755	54.4		
Household Sizes			100	no answer	810	25.1	College	361	11.2		
1 persons		708	21.9			University	833	25.8			
2 persons		997	30.9								
3 persons		606	18.8								
4 person		632	19.6								
5+ persons		284	8.8								

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

Internet Universum: Business Use

Digital Media Composition
3rd Quarter 2004

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		2'457	100	Census Region	2'457	100	Occupation	2'457	100		
Males	15+	1396	56.8	Zurich Swiss German	495	20.1	Self employed	204	8.3		
	15-24	263	10.7	East Swiss German	363	14.8	Artisans/Small business	33	1.3		
	25-34	343	14.0	Central Swiss German	254	10.3	Agriculture	11	0.4		
	35-49	518	21.1	Middleland Swiss German	765	31.1	Empl. - Executive	478	19.5		
	50+	272	11.1	Total Swiss German	1877	76.4	Empl. - Others	952	38.7		
				French Swiss	515	21.0	Workers	256	10.4		
Females	15+	1061	43.2	Italian Swiss	65	2.6	Students	392	16.0		
	15-24	257	10.5			Housewives/Houseman	88	3.6			
	25-34	289	11.8	Household income		100	Pensioners/No Answer	43	1.8		
	35-49	373	15.2	below CHF 3850	175	7.1					
	50+	142	5.8	CHF 3850-6500	591	24.1	Education		100		
				CHF6501-7800	383	15.6	Unknown	36	1.5		
				CHF 7801-9500	284	11.6	Primary	142	5.8		
				more than CHF 9500	426	17.3	Secondary	1239	50.4		
				no answer	599	24.4	College	309	12.6		
Household Sizes			100			University	731	29.8			
1 persons		600	24.4								
2 persons		718	29.2								
3 persons		472	19.2								
4 person		452	18.4								
5+ persons		215	8.8								

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

Internet Universum: Use elsewhere

Digital Media Composition
3rd Quarter 2004

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		342	100	Census Region	342	100		342	100		
Males	15+	192	56.1	Zurich Swiss German	66	19.3	Self employed	15	4.4		
	15-24	81	23.7	East Swiss German	40	11.7	Artisans/Small business	4	1.2		
	25-34	33	9.6	Central Swiss German	35	10.2	Agriculture	2	0.6		
	35-49	38	11.1	Middleland Swiss German	120	35.1	Empl. - Executive	29	8.5		
	50+	39	11.4	Total Swiss German	261	76.3	Empl. - Others	94	27.5		
			0.0	French Swiss	73	21.3	Workers	32	9.4		
Females	15+	150	43.9	Italian Swiss	8	2.3	Students	98	28.7		
	15-24	59	17.3			Housewives/Houseman	25	7.3			
	25-34	29	8.5	Household income		100	Pensioners/no answer	43	12.6		
	35-49	25	7.3	below CHF 3850	54	15.8					
	50+	38	11.1	CHF 3850-6500	80	23.4	Education		100		
				CHF6501-7800	44	12.9	Unknown	3	0.9		
				CHF 7801-9500	30	8.8	Primary	57	16.7		
				more than CHF 9500	30	8.8	Secondary	189	55.3		
Household Sizes			100	no answer	104	30.4	College	30	8.8		
1 persons		93	27.2			University	64	18.7			
2 persons		84	24.6								
3 persons		70	20.5								
4 person		60	17.5								
5+ persons		34	9.9								

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

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

Digital Media Composition
3rd Quarter 2004

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		3'841	100	Census Region	3'841	100	Occupation	3'841	100		
Males	15+	2091	54.4	Zurich Swiss German	742	19.3	Self employed	253	6.6		
	15-24	395	10.3	East Swiss German	560	14.6	Artisans/Small business	49	1.3		
	25-34	476	12.4	Central Swiss German	384	10.0	Agriculture	19	0.5		
	35-49	703	18.3	Middleland Swiss German	1212	31.6	Empl. - Executive	549	14.3		
	50+	515	13.4	Total Swiss German	2898	75.4	Empl. - Others	1321	34.4		
				French Swiss	837	21.8	Workers	430	11.2		
Females	15+	1750	45.6	Italian Swiss	106	2.8	Students	543	14.1		
	15-24	368	9.6				Housewives/Houseman	328	8.5		
	25-34	449	11.7	Household income		100	Pensioners	336	8.7		
	35-49	605	15.8	below CHF 3850	361	9.4	no answer	12	0.3		
	50+	328	8.5	CHF 3850-6500	1022	26.6	Education		100		
				CHF6501-7800	585	15.2	Unknown	59	1.5		
				CHF 7801-9500	380	9.9	Primary	269	7.0		
				more than CHF 9500	545	14.2	Secondary	2117	55.1		
				no answer	949	24.7	College	434	11.3		
Household Sizes			100				University	961	25.0		
1 persons		938	24.4								
2 persons		1168	30.4								
3 persons		703	18.3								
4 person		719	18.7								
5+ persons		312	8.1								

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