

NetBase / NetView 3. Quartal 2005

The Internet Special Report Switzerland

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Top 20 Switzerland Domain Report 3Q 2005

Domain Ranking www.	Unique Audience (000)	Active Reach (%)	Visits per Person*	Time per person**
google.ch	2852	76.7	22.2	0:50:09
bluewin.ch	1957	52.7	29.9	1:32:53
microsoft.com	1848	49.7	4.0	0:15:45
msn.com	1784	48.0	17.2	0:58:18
msn.ch	1708	46.0	10.0	0:11:18
sbb.ch	1361	36.6	4.3	0:33:01
search.ch	1354	36.5	7.8	0:27:28
google.com	1345	36.2	4.7	0:11:20
passport.com	1236	33.3	15.6	0:04:50
sunrise.ch	994	26.8	12.7	0:49:51
passport.net	985	26.5	11.7	0:09:16
ebay.ch	984	26.5	6.6	0:59:37
ricardo.ch	974	26.2	10.0	1:31:05
yahoo.com	971	26.1	11.3	1:05:15
directories.ch	880	23.7	3.5	0:13:37
wikipedia.org	801	21.6	2.8	0:11:46
admin.ch	667	17.9	2.3	0:11:00
postfinance.ch	664	17.9	5.8	0:15:37
free.fr	661	17.8	4.7	0:17:12
swisscom.com	649	17.5	3.0	0:12:45
total	3,716	100	65.1	19:51:32

MMXI Switzerland / Nielsen//NetRatings 3Q 2005

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

Internet Universe Estimate 3Q 2005: 4'836'671 Personen 2+

Active Internet Universe 3Q 2005: 3'716'026 Personen 2+ (= Basis für Active Reach (%))

Sample (Panel) 3Q 2005: 3'176 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
3rd Quarter 2005

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		3'516	100	Census Region	3'516	100	Occupation	3'516	100		
Males	15+	1929	54.9	Zurich Swiss German	650	18.5	Self employed	247	7.0		
	15-24	362	10.3	East Swiss German	547	15.6	Artisans/Small business	41	1.2		
	25-34	444	12.6	Central Swiss German	365	10.4	Agriculture	15	0.4		
	35-49	360	10.2	Middleland Swiss German	1086	30.9	Empl. - Executive	489	13.9		
	50+	492	14.0	Total Swiss German	2648	75.3	Empl. - Others	1043	29.7		
				French Swiss	766	21.8	Workers	410	11.7		
Females	15+	1587	45.1	Italian Swiss	102	2.9	Students	530	15.1		
	15-24	343	9.8				Housewives/Houseman	355	10.1		
	25-34	400	11.4	Household income		100	Pensioners	372	10.6		
	35-49	554	15.8	below CHF 3850	304	8.6	no answer	13	0.4		
	50+	290	8.2	CHF 3850-6500	768	21.8	Education		100		
				CHF6501-7800	456	13.0	Unknown	64	1.8		
				CHF 7801-9500	391	11.1	Primary	221	6.3		
				more than CHF 9500	550	15.6	Secondary	1904	54.2		
Household Sizes			100	no answer	1034	29.4	College	325	9.2		
1 persons		747	21.2				University	985	28.0		
2 persons		1101	31.3								
3 persons		642	18.3								
4 person		713	20.3								
5+ persons		312	8.9								

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

Internet Universum: Business Use

Digital Media Composition
3rd Quarter 2005

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		2'498	100	Census Region	2'498	100	Occupation	2'498	100		
Males	15+	1426	57.1	Zurich Swiss German	488	19.5	Self employed	217	8.7		
	15-24	244	9.8	East Swiss German	350	14.0	Artisans/Small business	35	1.4		
	25-34	376	15.1	Central Swiss German	274	11.0	Agriculture	6	0.2		
	35-49	538	21.5	Middleland Swiss German	762	30.5	Empl. - Executive	479	19.2		
	50+	267	10.7	Total Swiss German	1874	75.0	Empl. - Others	887	35.5		
				French Swiss	544	21.8	Workers	291	11.6		
Females	15+	1072	42.9	Italian Swiss	79	3.2	Students	399	16.0		
	15-24	246	9.8				Housewives/Houseman	116	4.6		
	25-34	310	12.4	Household income		100	Pensioners/No Answer	67	2.7		
	35-49	373	14.9	below CHF 3850	168	6.7					
	50+	142	5.7	CHF 3850-6500	540	21.6	Education		100		
				CHF6501-7800	309	12.4	Unknown	31	1.2		
				CHF 7801-9500	312	12.5	Primary	137	5.5		
				more than CHF 9500	481	19.3	Secondary	1228	49.2		
Household Sizes			100	no answer	685	27.4	College	275	11.0		
1 persons		597	23.9				University	825	33.0		
2 persons		750	30.0								
3 persons		454	18.2								
4 person		495	19.8								
5+ persons		201	8.0								

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

Internet Universum: Use elsewhere

Digital Media Composition
3rd Quarter 2005

Demographics		Universe		Demographics		Universe		Demographics		Universe		
		Population (000)	%			Population (000)	%			Population (000)	%	
Persons 15+		350	100	Census Region	350	100		350	100			
Males	15+	186	53.1	Zurich Swiss German	64	18.3	Self employed	11	3.1			
	15-24	73	20.9	East Swiss German	48	13.7	Artisans/Small business	3	0.9			
	25-34	44	12.6	Central Swiss German	30	8.6	Agriculture	0	0.0			
	35-49	37	10.6	Middleland Swiss German	121	34.6	Empl. - Executive	25	7.1			
	50+	32	9.1	Total Swiss German	263	75.1	Empl. - Others	79	22.6			
				French Swiss	81	23.1	Workers	40	11.4			
Females	15+	164	46.9	Italian Swiss	7	2.0	Students	120	34.3			
	15-24	68	19.4					Housewives/Houseman	28	8.0		
	25-34	40	11.4	Household income		100	Pensioners/no answer	45	12.9			
	35-49	31	8.9	below CHF 3850	67	19.1						
	50+	25	7.1	CHF 3850-6500	80	22.9	Education		100			
				CHF6501-7800	25	7.1	Unknown	6	1.7			
				CHF 7801-9500	33	9.4	Primary	50	14.3			
				more than CHF 9500	27	7.7	Secondary	196	56.0			
Household Sizes			100	no answer	118	33.7	College	17	4.9			
1 persons		103	29.4					University	81	23.1		
2 persons		74	21.1									
3 persons		62	17.7									
4 person		78	22.3									
5+ persons		33	9.4									

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

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

Digital Media Composition
3rd Quarter 2005

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		4'004	100	Census Region	4'004	100	Occupation	4'004	100		
Males	15+	2155	53.8	Zurich Swiss German	726	18.1	Self employed	286	7.1		
	15-24	393	9.8	East Swiss German	613	15.3	Artisans/Small business	49	1.2		
	25-34	493	12.3	Central Swiss German	411	10.3	Agriculture	16	0.4		
	35-49	719	18.0	Middleland Swiss German	1229	30.7	Empl. - Executive	560	14.0		
	50+	551	13.8	Total Swiss German	2979	74.4	Empl. - Others	1230	30.7		
				French Swiss	902	22.5	Workers	469	11.7		
Females	15+	1849	46.2	Italian Swiss	123	3.1	Students	575	14.4		
	15-24	380	9.5				Housewives/Houseman	392	9.8		
	25-34	472	11.8	Household income		100	Pensioners	409	10.2		
	35-49	644	16.1	below CHF 3850	374	9.3	no answer	18	0.4		
	50+	354	8.8	CHF 3850-6500	940	23.5	Education		100		
				CHF6501-7800	504	12.6	Unknown	63	1.6		
				CHF 7801-9500	437	10.9	Primary	254	6.3		
				more than CHF 9500	595	14.9	Secondary	2191	54.7		
Household Sizes			100	no answer	1146	28.6	College	399	10.0		
1 persons		957	23.9				University	1097	27.4		
2 persons		1232	30.8								
3 persons		710	17.7								
4 person		768	19.2								
5+ persons		338	8.4								

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