

# NetBase / NetView 4. Quartal 2005

## The Internet Special Report Switzerland

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## Top 20 Switzerland Domain Report 4Q 2005

Domain Ranking www.	Unique Audience (000)	Active Reach (%)	Visits per Person*	Time per person**
google.ch	2995	77.7	24.0	0:53:04
bluewin.ch	2000	51.9	32.6	1:44:09
microsoft.com	1899	49.3	3.8	0:12:49
msn.com	1838	47.7	17.5	0:58:43
msn.ch	1678	43.5	10.1	0:10:28
sbb.ch	1438	37.3	4.2	0:27:36
search.ch	1424	37.0	7.2	0:24:07
google.com	1417	36.8	5.5	0:12:38
passport.com	1285	33.3	15.7	0:05:37
ebay.ch	1187	30.8	6.3	0:55:10
yahoo.com	1093	28.4	10.9	1:01:44
ricardo.ch	1058	27.5	11.3	1:43:52
directories.ch	1040	27.0	3.7	0:13:58
passport.net	1027	26.7	11.1	0:09:22
sunrise.ch	986	25.6	13.8	0:52:43
wikipedia.org	901	23.4	3.6	0:15:50
swisscom.com	827	21.5	3.3	0:10:50
postfinance.ch	787	20.4	5.9	0:17:17
admin.ch	765	19.8	2.2	0:08:51
amazon.de	739	19.2	3.1	0:15:12
<b>TOTAL:</b>	3854	100	69.4	21:21:58

MMXI Switzerland / Nielsen//NetRatings 4Q 2005

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

Internet Universe Estimate 4Q 2005: 4'944'438 Personen 2+

Active Internet Universe 4Q 2005: 3'854'301 Personen 2+ (= Basis für Active Reach (%))

Sample (Panel) 4Q 2005: 3'249 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**  
4th Quarter 2005

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		3'402	100	Census Region	3'402	100	Occupation	3'402	100		
Males	15+	1850	54.4	Zurich Swiss German	648	19.0	Self employed	246	7.2		
	15-24	360	10.6	East Swiss German	505	14.8	Artisans/Small business	38	1.1		
	25-34	422	12.4	Central Swiss German	351	10.3	Agriculture	22	0.6		
	35-49	604	17.8	Middleland Swiss German	1030	30.3	Empl. - Executive	393	11.6		
	50+	464	13.6	Total Swiss German	2534	74.5	Empl. - Others	1093	32.1		
				French Swiss	764	22.5	Workers	374	11.0		
Females	15+	1552	45.6	Italian Swiss	104	3.1	Students	494	14.5		
	15-24	321	9.4				Housewives/Houseman	363	10.7		
	25-34	391	11.5	Household income		100	Pensioners	362	10.6		
	35-49	546	16.0	below CHF 3850	280	8.2	no answer	17	0.5		
	50+	294	8.6	CHF 3850-6500	807	23.7	Education		100		
				CHF6501-7800	427	12.6	Unknown	34	1.0		
				CHF 7801-9500	345	10.1	Primary	233	6.8		
				more than CHF 9500	465	13.7	Secondary	1881	55.3		
Household Sizes			100	no answer	1078	31.7	College	392	11.5		
1 persons		752	22.1				University	862	25.3		
2 persons		1060	31.2								
3 persons		631	18.5								
4 person		656	19.3								
5+ persons		303	8.9								

Source: NetBase 4Q 2005 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+ / Monat

## Internet Universum: Business Use

**Digital Media Composition**  
4th Quarter 2005

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		2'291	100	Census Region	2'291	100	Occupation	2'291	100		
Males	15+	1322	57.7	Zurich Swiss German	426	18.6	Self employed	213	9.3		
	15-24	258	11.3	East Swiss German	348	15.2	Artisans/Small business	30	1.3		
	25-34	347	15.1	Central Swiss German	230	10.0	Agriculture	17	0.7		
	35-49	503	22.0	Middleland Swiss German	708	30.9	Empl. - Executive	379	16.5		
	50+	214	9.3	Total Swiss German	1712	74.7	Empl. - Others	909	39.7		
				French Swiss	509	22.2	Workers	238	10.4		
Females	15+	969	42.3	Italian Swiss	70	3.1	Students	393	17.2		
	15-24	249	10.9				Housewives/Houseman	86	3.8		
	25-34	287	12.5	Household income		100	Pensioners/No Answer	16	0.7		
	35-49	329	14.4	below CHF 3850	131	5.7					
	50+	105	4.6	CHF 3850-6500	500	21.8	Education		100		
				CHF6501-7800	309	13.5	Unknown	21	0.9		
				CHF 7801-9500	264	11.5	Primary	138	6.0		
				more than CHF 9500	384	16.8	Secondary	1128	49.2		
Household Sizes			100	no answer	704	30.7	College	311	13.6		
1 persons		559	24.4				University	693	30.2		
2 persons		657	28.7								
3 persons		428	18.7								
4 person		442	19.3								
5+ persons		204	8.9								

Source: NetBase 4Q 2005 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+ / Monat

## Internet Universum: Use elsewhere

**Digital Media Composition**  
4th Quarter 2005

Demographics		Universe		Demographics		Universe		Demographics		Universe	
		Population (000)	%			Population (000)	%			Population (000)	%
Persons 15+		359	100	Census Region	359	100		359	100		
Males	15+	209	58.2	Zurich Swiss German	57	15.9	Self employed	17	4.7		
	15-24	71	19.8	East Swiss German	49	13.6	Artisans/Small business	1	0.3		
	25-34	54	15.0	Central Swiss German	49	13.6	Agriculture	2	0.6		
	35-49	50	13.9	Middleland Swiss German	121	33.7	Empl. - Executive	30	8.4		
	50+	34	9.5	Total Swiss German	275	76.6	Empl. - Others	83	23.1		
			0.0	French Swiss	74	20.6	Workers	46	12.8		
Females	15+	151	42.1	Italian Swiss	10	2.8	Students	106	29.5		
	15-24	67	18.7			Housewives/Houseman	33	9.2			
	25-34	28	7.8	Household income		100	Pensioners/no answer	41	11.4		
	35-49	34	9.5	below CHF 3850	50	13.9					
	50+	23	6.4	CHF 3850-6500	88	24.5	Education		100		
				CHF6501-7800	37	10.3	Unknown	5	1.4		
				CHF 7801-9500	31	8.6	Primary	44	12.3		
				more than CHF 9500	35	9.7	Secondary	195	54.3		
Household Sizes			100	no answer	118	32.9	College	37	10.3		
1 persons		99	27.6			University	79	22.0			
2 persons		94	26.2								
3 persons		67	18.7								
4 person		70	19.5								
5+ persons		29	8.1								

Source: NetBase 4Q 2005 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+ / Monat

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

**Digital Media Composition**  
4th Quarter 2005

Demographics	Universe		Demographics	Universe		Demographics	Universe		
	Population (000)	%		Population (000)	%		Population (000)	%	
Persons 15+	3'883	100	Census Region	3'883	100	Occupation	3'883	100	
Males	15+	2094	53.9	Zurich Swiss German	709	18.3	Self employed	286	7.4
	15-24	390	10.0	East Swiss German	570	14.7	Artisans/Small business	44	1.1
	25-34	482	12.4	Central Swiss German	394	10.1	Agriculture	28	0.7
	35-49	698	18.0	Middleland Swiss German	1195	30.8	Empl. - Executive	456	11.7
	50+	524	13.5	Total Swiss German	2869	73.9	Empl. - Others	1285	33.1
Females	15+	1790	46.1	French Swiss	887	22.8	Workers	430	11.1
	15-24	374	9.6	Italian Swiss	127	3.3	Students	548	14.1
	25-34	455	11.7	Household income		100	Housewives/Houseman	395	10.2
	35-49	626	16.1	below CHF 3850	336	8.7	Pensioners	390	10.0
	50+	334	8.6	CHF 3850-6500	959	24.7	no answer	22	0.6
Household Sizes			100	CHF6501-7800	483	12.4	Education		100
	1 persons	937	24.1	CHF 7801-9500	382	9.8	Unknown	38	1.0
	2 persons	1195	30.8	more than CHF 9500	514	13.2	Primary	272	7.0
	3 persons	703	18.1	no answer	1209	31.1	Secondary	2151	55.4
	4 person	722	18.6				College	456	11.7
5+ persons	327	8.4				University	965	24.9	

Source: NetBase 4Q 2005 Publica Data AG  
Anzahl Interviews: 3'500 Personen 15+ / Monat