

# GfK Online Monitor

# GfK Online Monitor 2010 - Internet Market in Austria

Data basis: AIM, GfK Online Monitor 2004 ff. (method see next chart)

2

77% of Austrians 14+ already make use of the Internet. Looked at in terms both of the present and the past, characteristics of the Internet market are, amongst other things

- ▶ No other medium has experienced such a dynamic development in such a short period of time, neither in Austria nor worldwide. The extreme growth at the beginning of the 2000's was followed by a lower but continuous increase.
- ▶ Quintessentially for the last years is that the continuous increase is practically only due to the private usage.
- ▶ Amongst the population group of 14 to 65 year-olds, with 86% being users, the Internet can already be described as a universal medium, and the generations of the under 29 year-olds, about 96% of whom use the Internet, is growing up with the medium.
- ▶ After a very emotional initial debate on the new medium, today the Internet, with its central functions of communication, information, and service, has become a more rationally defined medium.
- ▶ For the user, the Internet has become an integral part of their life. The new medium has become indispensable in those places, above all, where the Internet can make daily life easier, such as online banking, online shopping, administrative procedures or targeted search for information.

# GfK Online Monitor

3

## Client

Own project by GfK Austria, with additional questions exclusively for clients

## Execution

Continuous survey, comparable data since 1996 (AIM, GfK Online Monitor 2004 ff.)

## Content

Basic data about the Austrian Internet market

## Results

The survey is conducted every quarter with the possibility to include additional questions for clients on short notice

## Universe

Austrian population 14 years and older

## Sampling

Address-Random

## Sample size

4.000 interviews per quarter, from 1.000 on exclusive questions

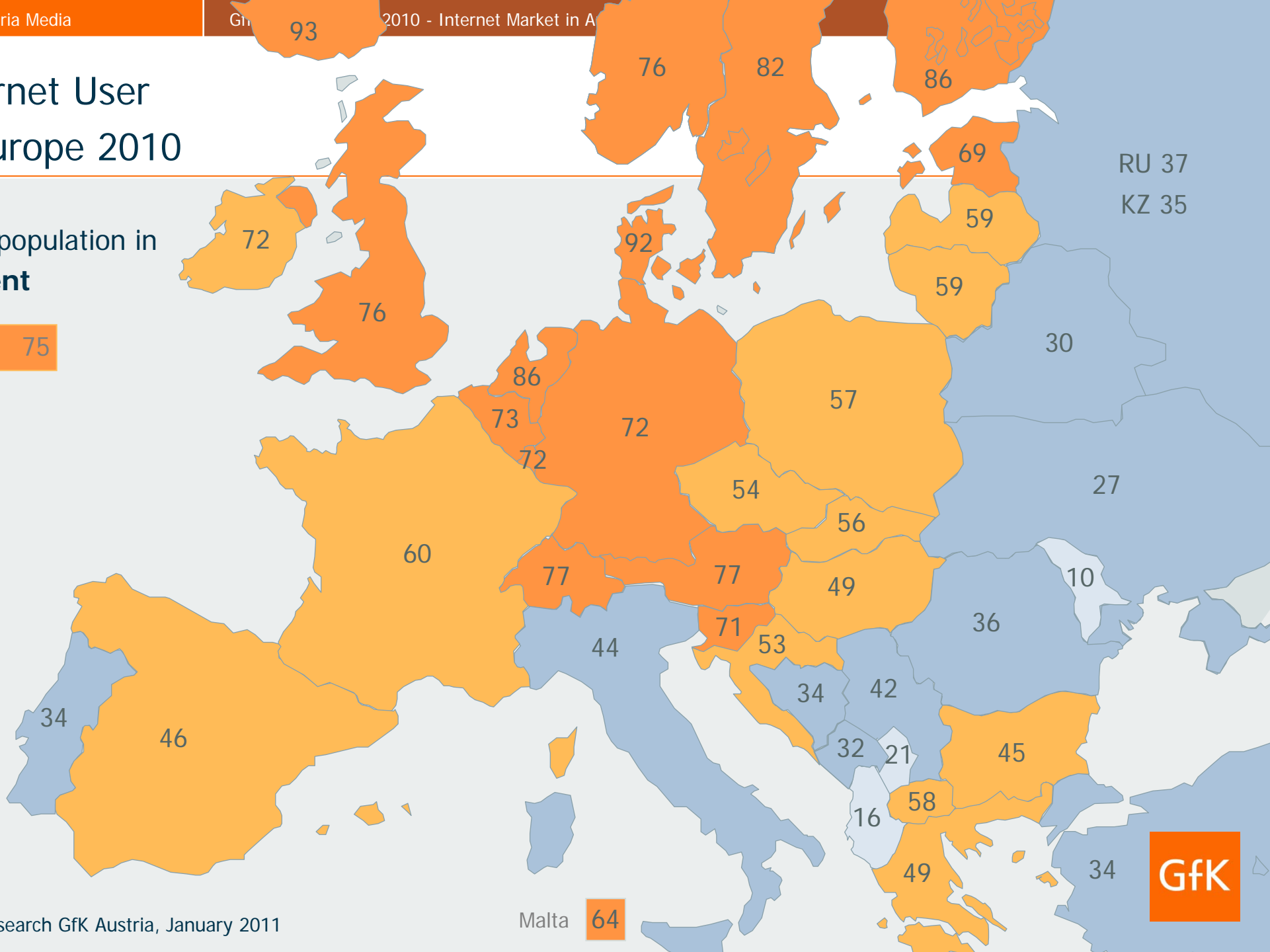
## Survey method

By telephone, CATI - Computer Assisted Telephone Interviews

# Internet User in Europe 2010

Adult population in percent

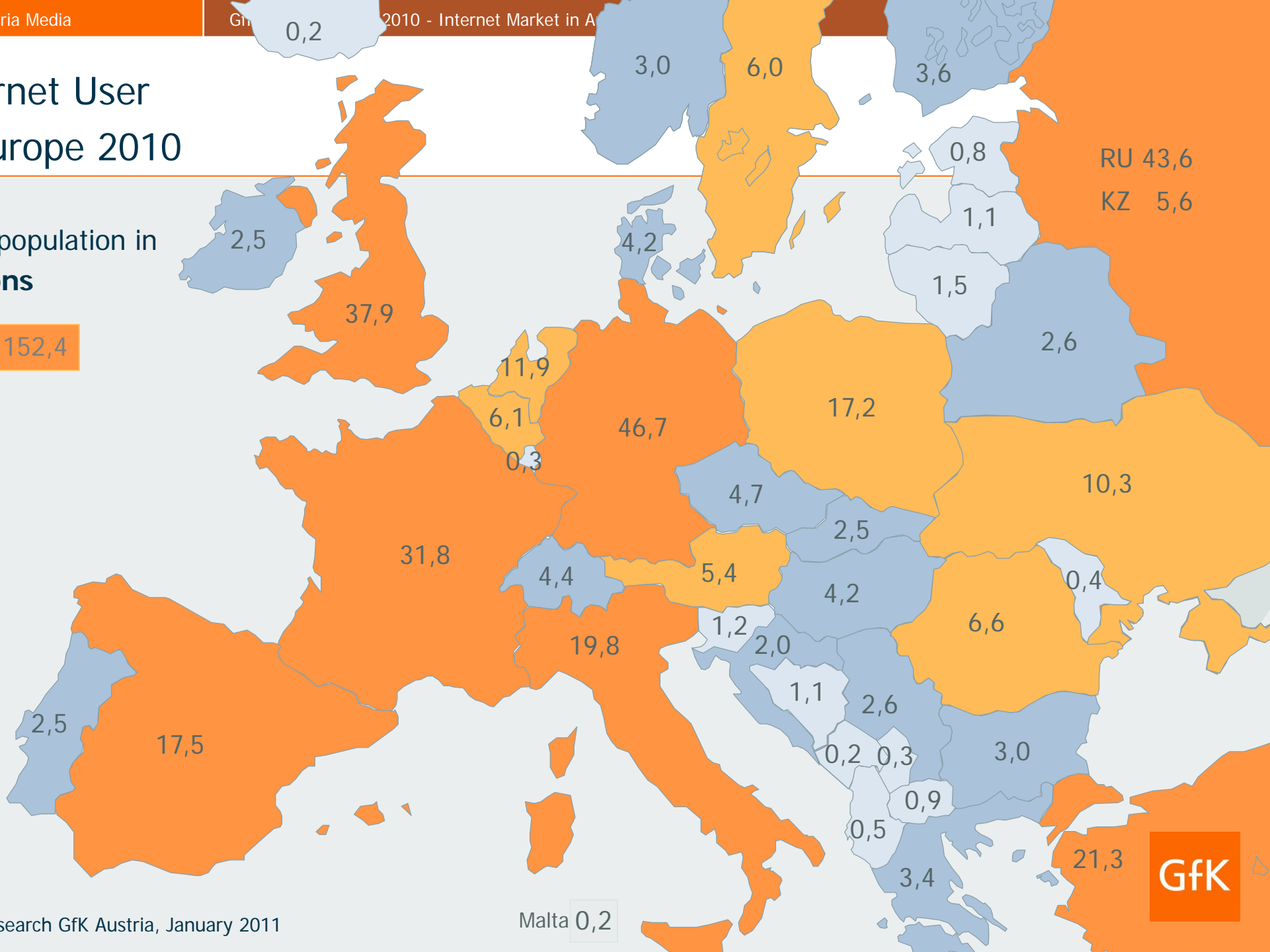
USA: 75



# Internet User in Europe 2010

Adult population in  
millions

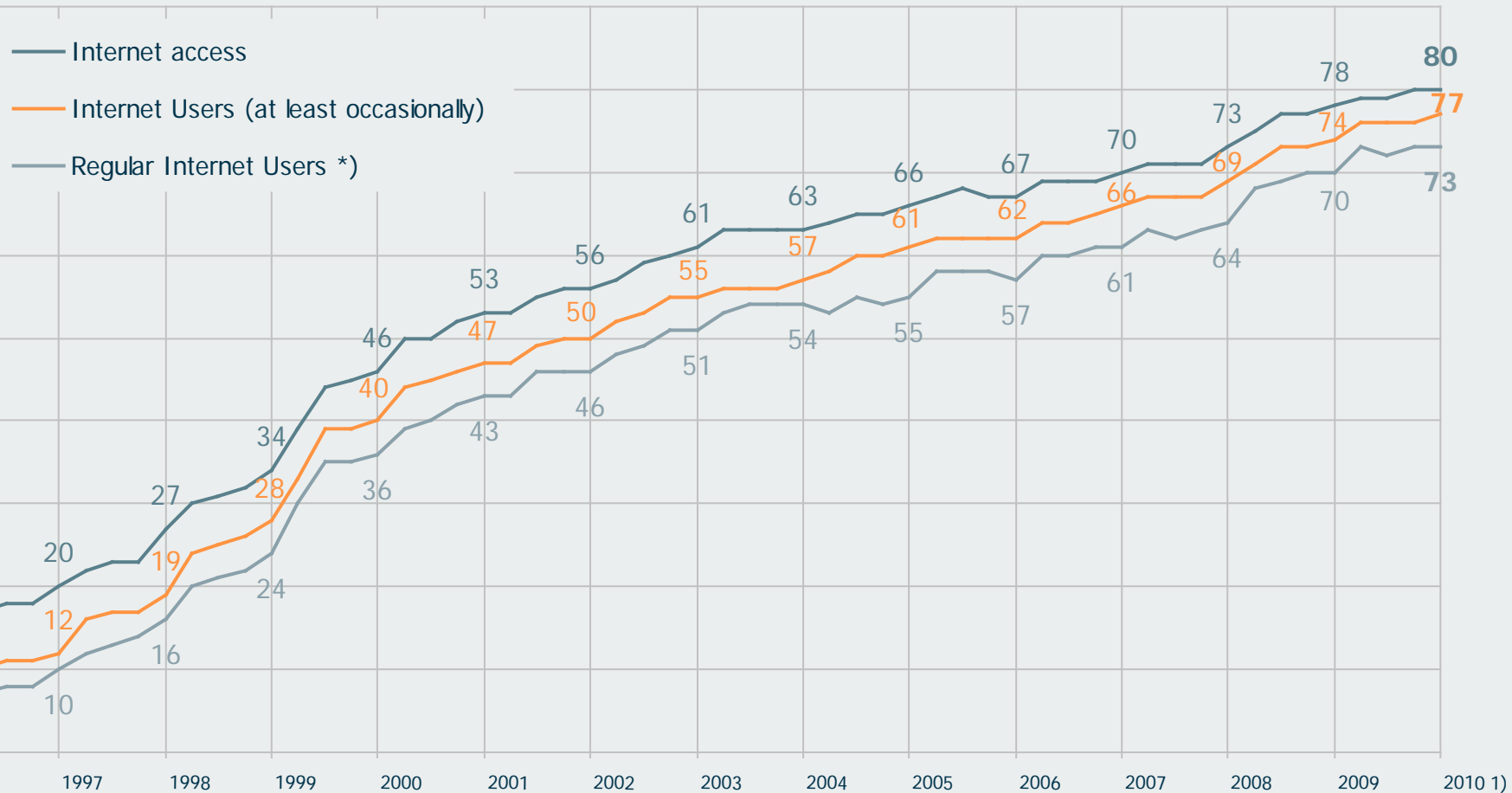
USA: 152,4



# Development of the Austrian Internet Market 1996-2010

Basis: Austrians 14 years and older (7,069.000 persons)

6



5,7 mio.pers.

5,4 mio.pers.

5,2 mio.pers.

In percent

\*) at least several times per month

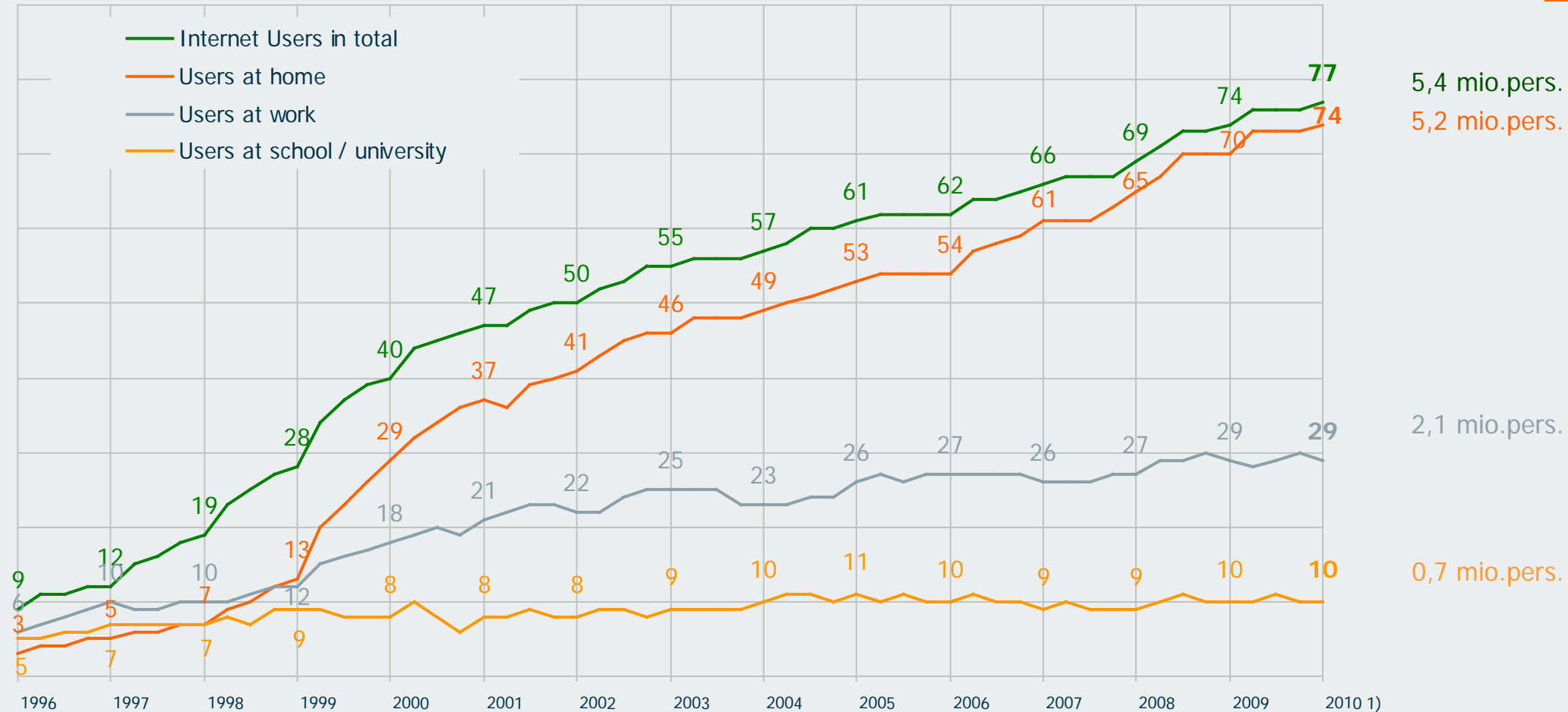
1) 4<sup>th</sup> quarter 2010

since 2004: GfK Online Monitor: GfK Austria (4.000 telephone Interviews per quarter, 14 years +), up to 2003 AIM: GfK Austria/INTEGRAL

# Development of Internet Use in Austria by Location 1996-2010

Basis: Austrians 14 years and older (7,069.000 persons)

7



In percent

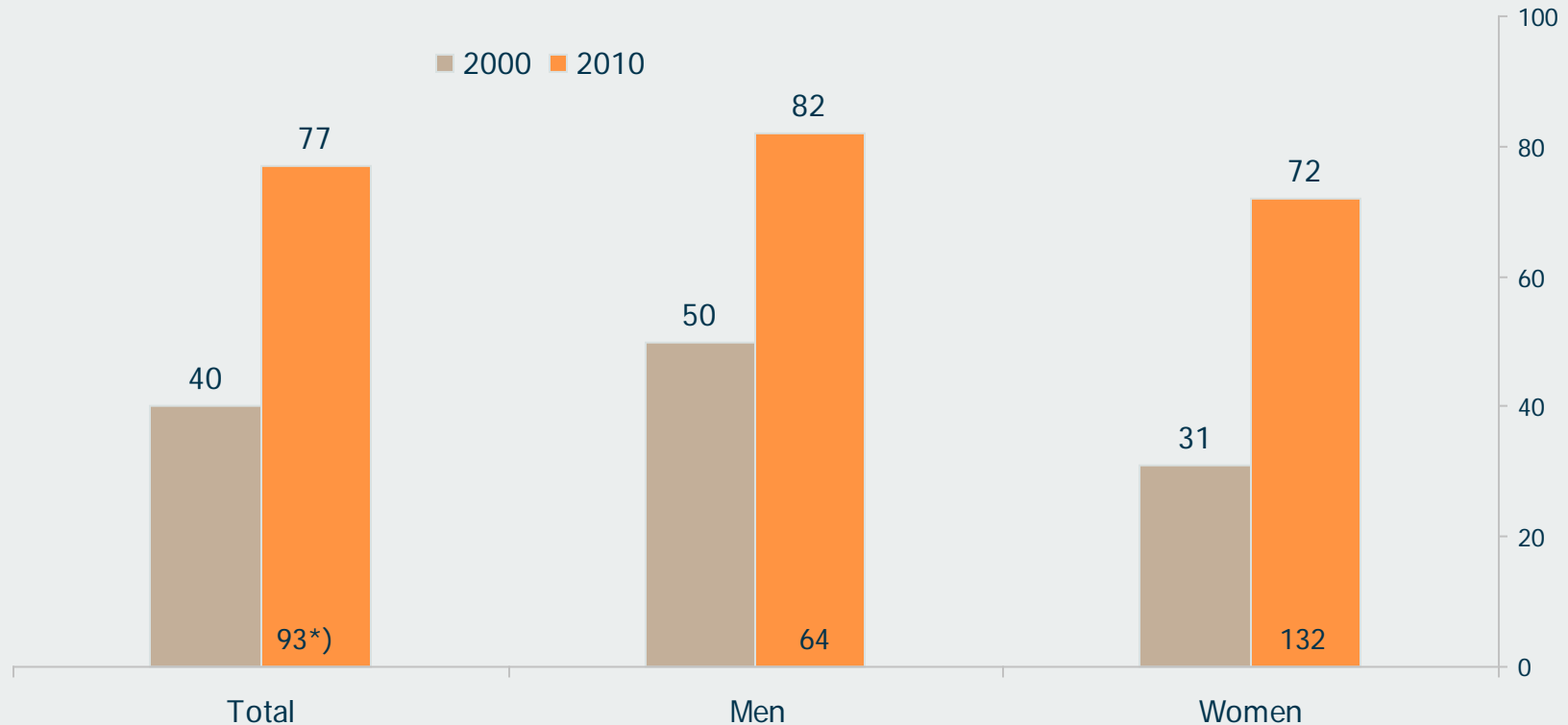
1) 4<sup>th</sup> quarter 2010

since 2004: GfK Online Monitor: GfK Austria (4.000 telephone Interviews per quarter, 14 years +), up to 2003 AIM: GfK Austria/INTEGRAL

# Total Internet Use by Sex 2000 vs. 2010

Basis: Austrians 14 years and older (7,069.000 persons)

8



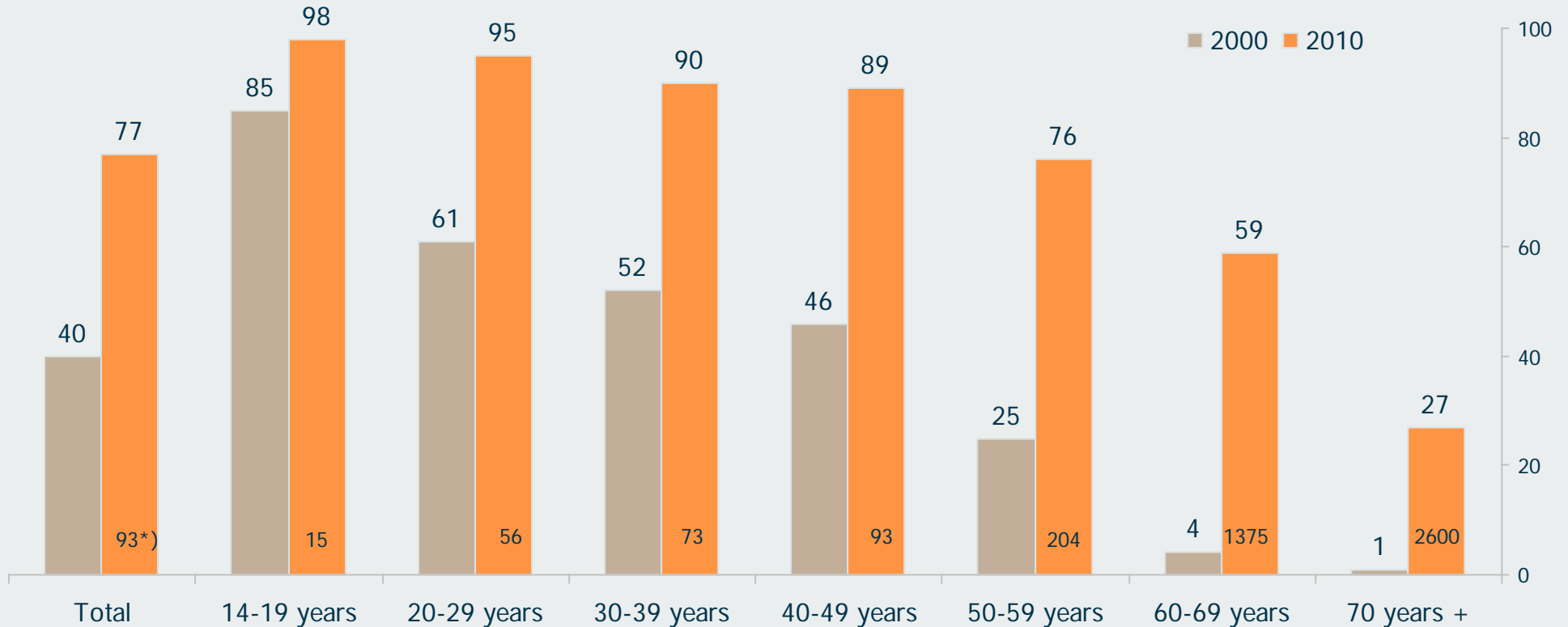
In percent

2010: GfK Online Monitor 4<sup>th</sup>quarter, GfK Austria (4.000 telephone Interviews per quarter, 14 years +), 2000 AIM: GfK Austria/INTEGRAL

\*) increase in percent from 2000 to 2010

# Total Internet Use by Age 2000 vs. 2010

Basis: Austrians 14 years and older (7,069.000 persons)



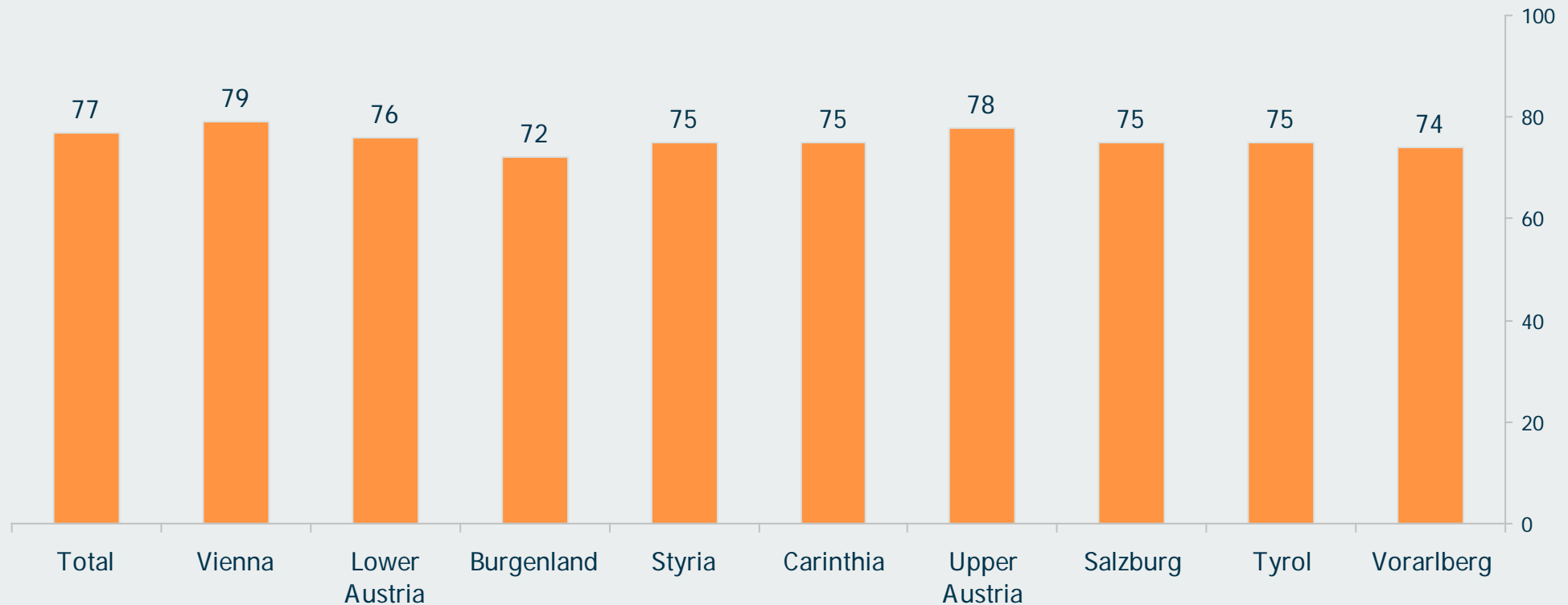
In percent

2010: GfK Online Monitor 4<sup>th</sup> quarter, GfK Austria (4.000 telephone Interviews per quarter, 14 years +), 2000 AIM: GfK Austria/INTEGRAL

\*) increase in percent from 2000 to 2010

# Total Internet Use by Region 2010

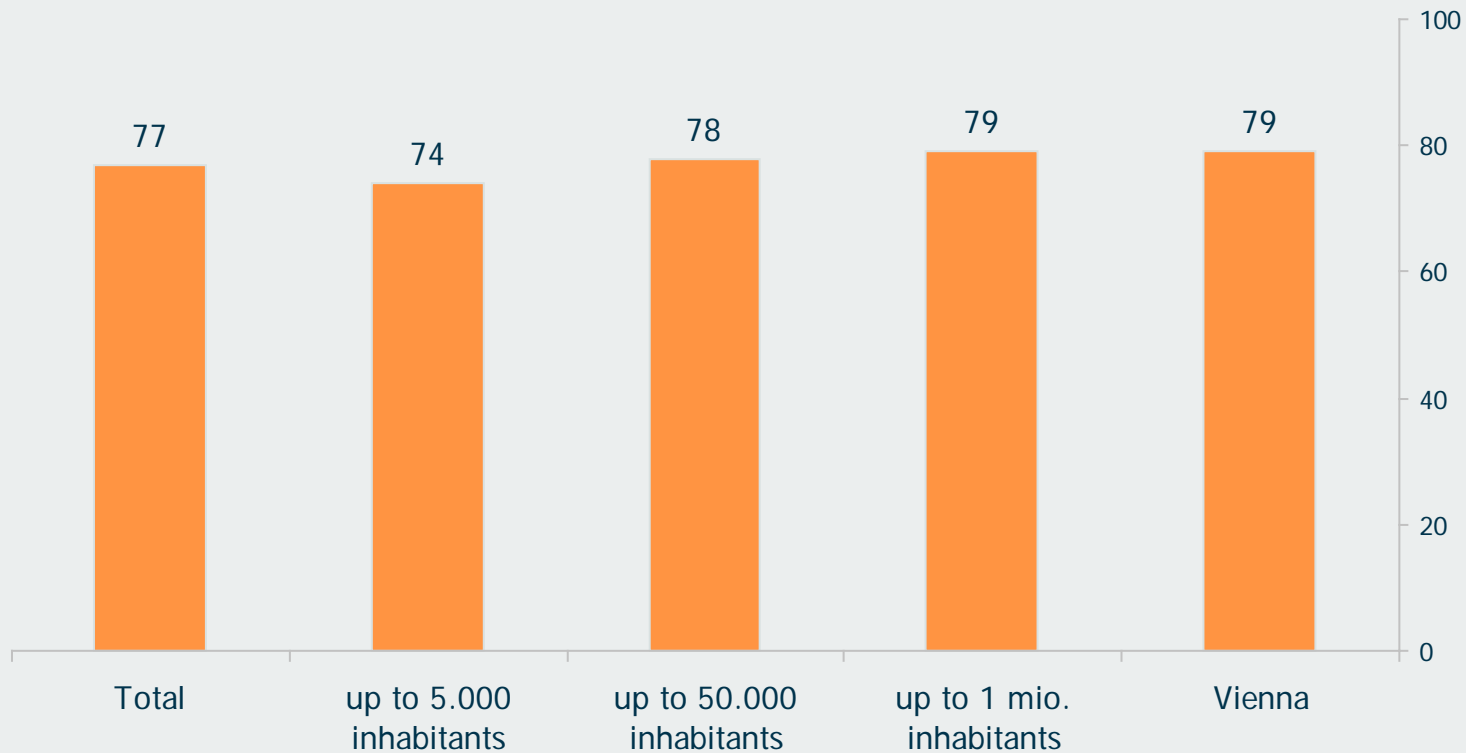
Basis: Austrians 14 years and older (7,069.000 persons)



In percent

2010: GfK Online Monitor 4<sup>th</sup> quarter, GfK Austria (4.000 telephone Interviews per quarter, 14 years +)

# Total Internet Use by Size of Town 2010



In percent

2010: GfK Online Monitor 4<sup>th</sup> quarter, GfK Austria (4.000 telephone Interviews per quarter, 14 years +)

## Structure of Internet Users: 2000 vs. 2010

	Total Population	Internet User 4 <sup>th</sup> quarter 2000	Internet User 4 <sup>th</sup> quarter 2010
<b>Sex</b>			
male	48	59	52
female	52	41	48
<b>Age</b>			
14 - 19 years	8	17	13
20 - 29 years	15	29	14
30 - 39 years	17	25	19
40 - 49 years	19	18	23
50 - 59 years	15	9	15
60 - 69 years	13	2 <sup>*)</sup>	10
70 years +	13		4

In percent, \*) 2000: "60 years +"

2010: GfK Online Monitor: GfK Austria (4.000 telephone Interviews per quarter, 14 years +), 2000 AIM: GfK Austria/INTEGRAL

## Structure of Internet Users: 2000 vs. 2010

13

	Total Population	Internet User 4 <sup>th</sup> quarter 2000	Internet User 4 <sup>th</sup> quarter 2010
<b>Education</b>			
Elementary School	26	22	22
Professional School	50	39	48
Highschool/University	25	37	29
<b>HH-Net Income</b>			
Up to € 1.500,--	22	- *)	14
Up to € 2.200,--	23	-	21
Over € 2.200,--	38	-	50
n.a.	17	-	16

Angaben in Prozent, \*) keine Vergleichsdaten

2010 GfK Online Monitor: GfK Austria (4.000 Telefoninterviews pro Quartal, 14 Jahre +), 2000 AIM: GfK Austria/INTEGRAL

# Kontakt

14



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