

## GfK Online Monitor 2009 - Internet Market in Austria

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

74% 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.
- Amongst the population group of 14 to 65 year-olds, with 83% being users, the Internet can already be described as a universal medium, and the generations of the under 29 year-olds, about 97% of whom use the Internet, is growing up with the medium.
- After a very emotional initial debate over 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

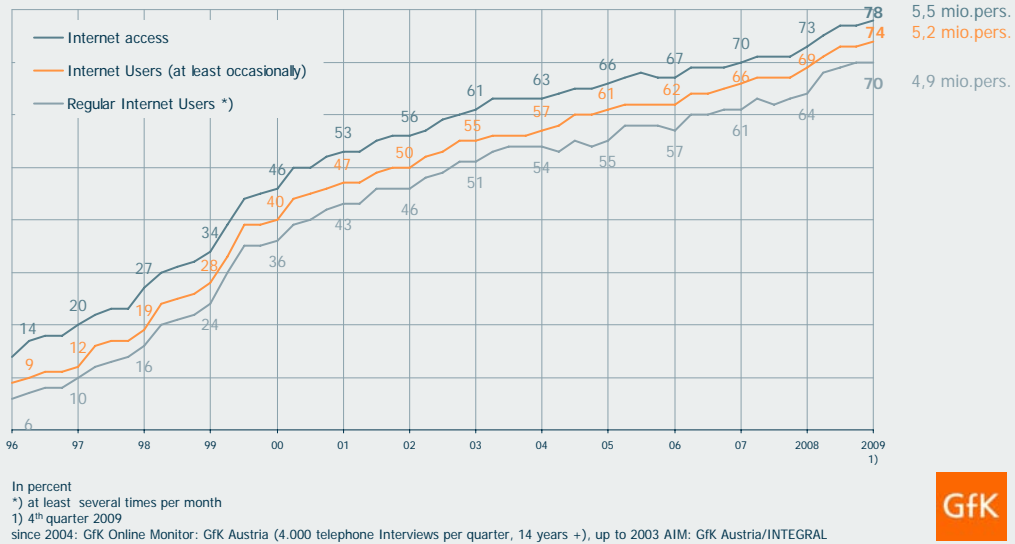
Client	Own project by GfK Austria, with additional questions exclusively for clients
Execution	Continuous survey, comparable data since 1996 (AIM, GfK Online Monitor 2004 ff.)
Content	Basic data about the Austrian Internet market
Results	The survey is conducted every quarter with the possibility to include 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





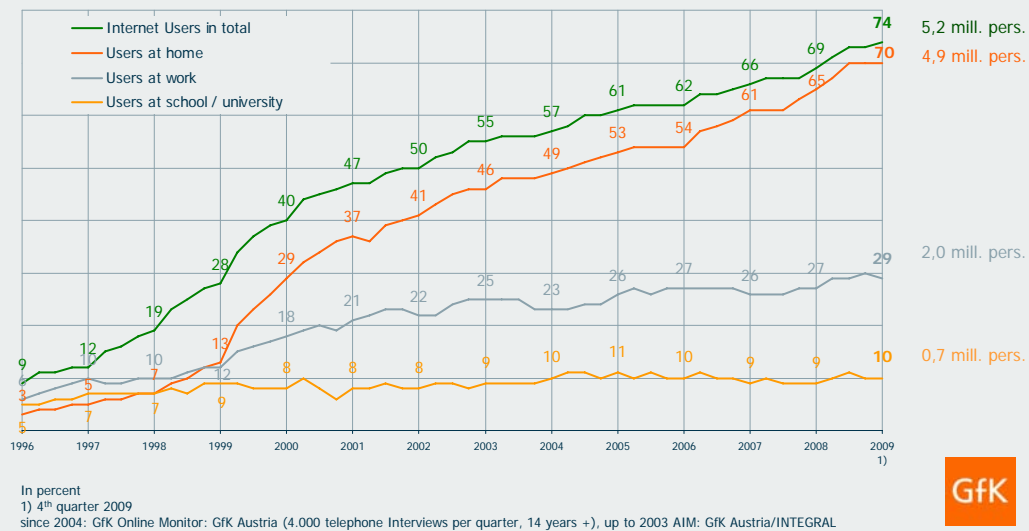
## Development of the Austrian Internet Market 1996-2009

Basis: Austrians 14 years and older (7,023.000 persons)



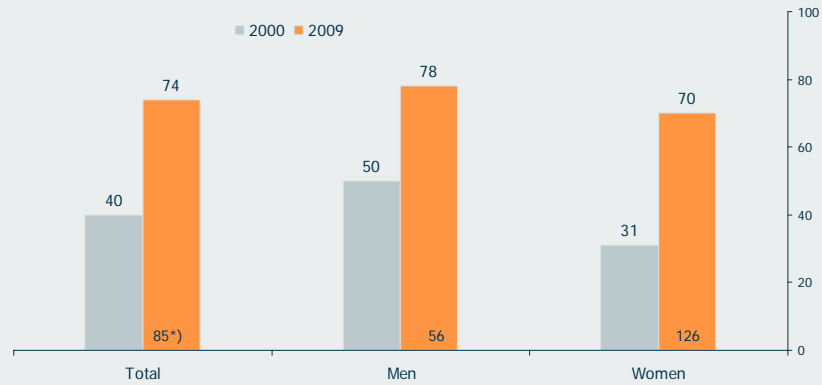
## Development of Internet Use in Austria by Location (1996-2009)

Basis: Austrians 14 years and older (7,023.000 persons)



## Total Internet Use by Sex 2000 vs. 2009

Basis: Austrians 14 years and older (7,023.000 persons)



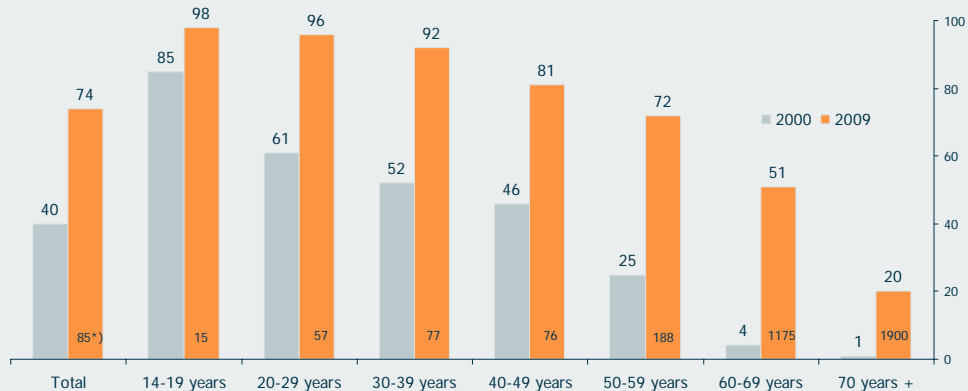
In percent

2009: 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 2009

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## Total Internet Use by Age 2000 vs. 2009

Basis: Austrians 14 years and older (7,023.000 persons)



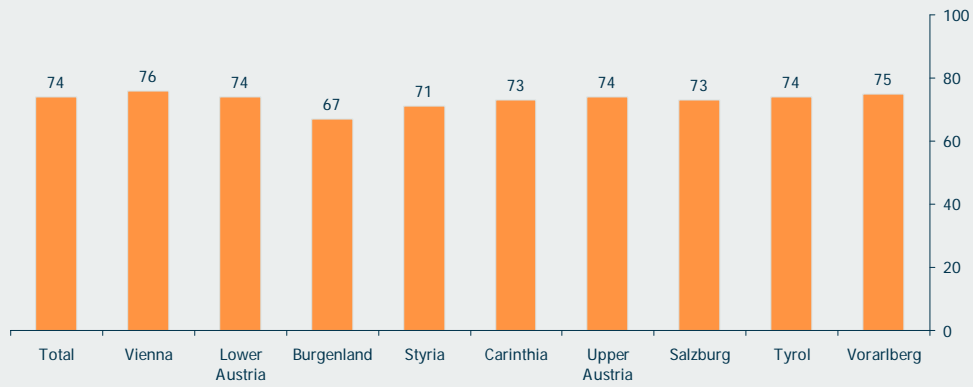
In percent

2009: GfK Online Monitor 4<sup>th</sup> quarter, GfK Austria (4.000 telephone Interviews per quarter, 14 years +), 2000 AIM: GfK Austria/INTEGRAL  
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## Total Internet Use by Region 2009

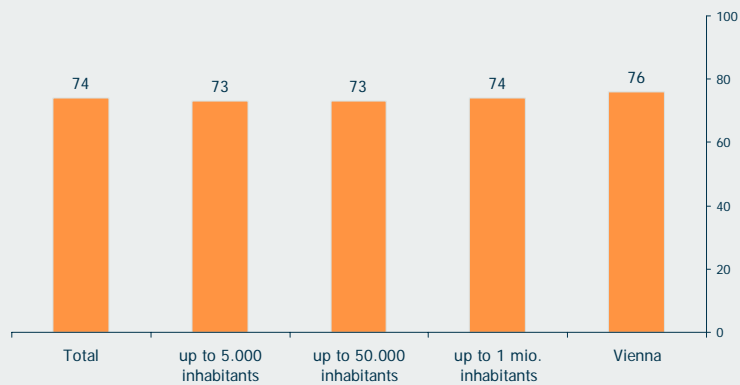
Basis: Austrians 14 years and older (7,023.000 persons)



In percent  
2009: GfK Online Monitor 4<sup>th</sup> quarter, GfK Austria (4.000 telephone Interviews per quarter, 14 years +)

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## Total Internet Use by Size of Town 2009



In percent  
2009: GfK Online Monitor 4<sup>th</sup> quarter, GfK Austria (4.000 telephone Interviews per quarter, 14 years +)

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## Structure of Internet Users - by Sex and Age 2000 vs. 2009

	Total Population	Internet User 4 <sup>th</sup> quarter 2000	Internet User 4 <sup>th</sup> quarter 2009
male	48	59	51
female	52	41	49
14 - 19 years	11	17	14
20 - 29 years	12	29	15
30 - 39 years	17	25	21
40 - 49 years	20	18	22
50 - 59 years	15	9	15
60 - 69 years	15	2 <sup>*)</sup>	10
70 years +	11		3

In percent, <sup>\*)</sup> 2000: "60 years +"

2009: GfK Online Monitor: GfK Austria (4.000 telephone Interviews per quarter, 14 years +), 2000 AIM: GfK Austria/INTEGRAL



## Structure of Internet Users by Education and HH Net Income 2000 vs. 2009

	Total Population	Internet User 4 <sup>th</sup> quarter 2000	Internet User 4 <sup>th</sup> quarter 2009
Elementary School	27	22	23
Professional School	49	39	47
Highschool/University	25	37	29
Up to € 1.500,--	21	- <sup>*)</sup>	15
Up to € 2.200,--	22	-	21
Over € 2.200,--	41	-	49
n.a.	15	-	15

In percent, <sup>\*)</sup> no comparable data

2009: GfK Online Monitor: GfK Austria (4.000 telephone Interviews per quarter, 14 years +), 2000 AIM: GfK Austria/INTEGRAL

