

Summary of Study Contents

What we survey

Overall, the data of the internet facts study includes the following ten areas:

1. Demographics
2. Internet Use
3. Information on the Internet
4. Leisure Activities
5. Statements
6. Bought on the Internet
7. Buying Behaviour
8. Household Equipment
9. Interest in products and services
10. Car ownership and driving license holder

This information can be retrieved by using the planning tool of the internet facts study for freely definable target groups as well as web sites and their booking units.

To get an overview of the detailed information available by area, simply click on one of the above mentioned bullet points.

Areas displayed in the internet facts study

The regular internet facts study of the AGOF measures the following areas:

- Web site: Web site stands for a unity of HTML pages that can be accessed using one common address (URL).
- Booking units: A booking unit is a unit of one or more advertising media to be allocated with advertisements. Booking units can be entire web sites, sections of web sites, or a combination of several web sites or their sections. Each booking unit as defined and published by the marketers has to be separately allocatable.

Audience data collected for the internet facts study

With the AGOF internet facts study the following parameters are available for web sites and booking units:

- Exposures: Number of exposures (gross coverage)
- Unique User: Number of different users (net coverage)
- Total online audience: Total audience consisting of Internet users that used the Internet at least once during the last three months.
- Sociodemographic characteristics: age, gender, income, etc.
- Qualifying data: Psychographic data (interests, etc.) Market data (e-commerce, etc.)

The Unique User serves as the coverage currency unit.



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All data for the survey period is published in the following time units:

- Average month
- Average week

Web sites participating in the internet facts study

The link Participating Web Sites provides an overview of all web sites participating in the AGOF internet facts study.

To download a PDF file containing the entire code plan of the internet facts study please click here: [Code Plan](#)

More Information

- Planning
- Academy
- Service
- AGOF
- Participating