

## **SPIR NetMonitor**

# **Research on the Sociodemography of Internet Users in the Czech Republic**

**Medium title:**

**TOTAL**

**Month:**

**August 2013**

<b>Basic information</b>	
The size of Internet population in the Czech Republic	6 485 909
Number of respondents	
Medium	N = 13 700
Total (for all measured media)	N = 13 700
RU(number)	6 336 732
Reach(%)	97.70
PV(number) (from Czech visitors)	7 753 689 087
PV(number) (from all visitors)	8 416 271 230
GRP (%)	119 546.68

**Source: NetMonitor – SPIR – Gemius & Mediaresearch  
August 2013**

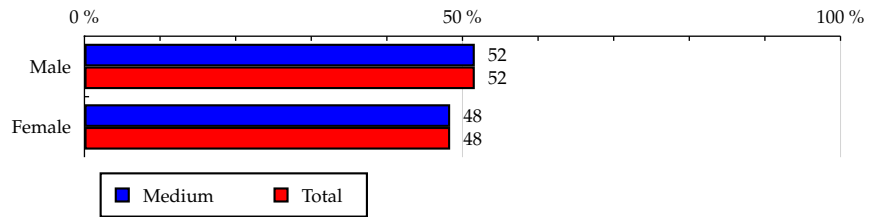
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.63	3 271 582	97.70	52.02	4 033 812 065	120 462.62	100.00	51.63	3 271 582	52.02	4 033 812 065
Female	48.37	3 065 150	97.70	47.98	3 719 877 022	118 569.06	100.00	48.37	3 065 150	47.98	3 719 877 022

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 1: Sex by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

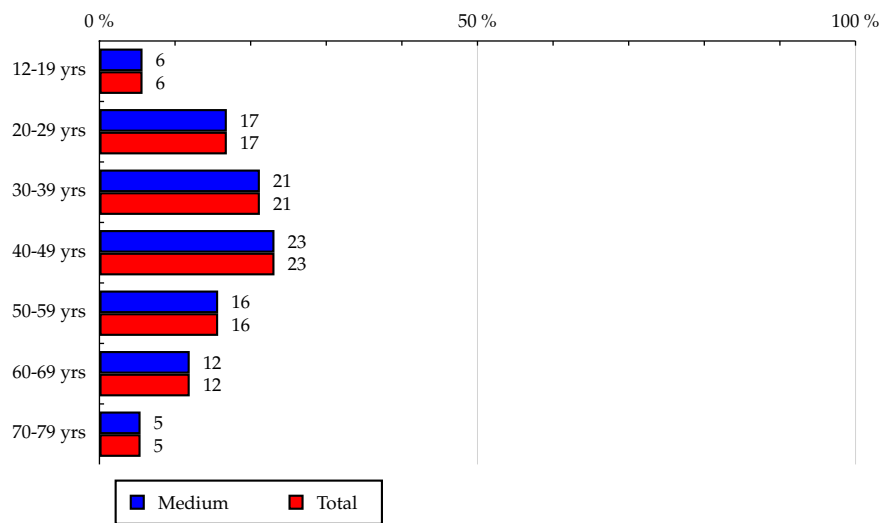
# TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	5.70	361 374	97.70	3.09	239 583 518	64 772.94	100.00	5.70	361 374	3.09	239 583 518
20-29 yrs	16.85	1 067 597	97.70	17.17	1 331 366 459	121 838.56	100.00	16.85	1 067 597	17.17	1 331 366 459
30-39 yrs	21.22	1 344 673	97.70	24.51	1 900 147 791	138 059.16	100.00	21.22	1 344 673	24.51	1 900 147 791
40-49 yrs	23.15	1 467 066	97.70	22.54	1 747 533 157	116 377.77	100.00	23.15	1 467 066	22.54	1 747 533 157
50-59 yrs	15.70	995 119	97.70	17.46	1 353 440 623	132 879.73	100.00	15.70	995 119	17.46	1 353 440 623
60-69 yrs	11.94	756 451	97.70	10.14	785 911 831	101 505.03	100.00	11.94	756 451	10.14	785 911 831
70-79 yrs	5.44	344 450	97.70	5.10	395 705 710	112 237.90	100.00	5.44	344 450	5.10	395 705 710

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

Chart 2: Age by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

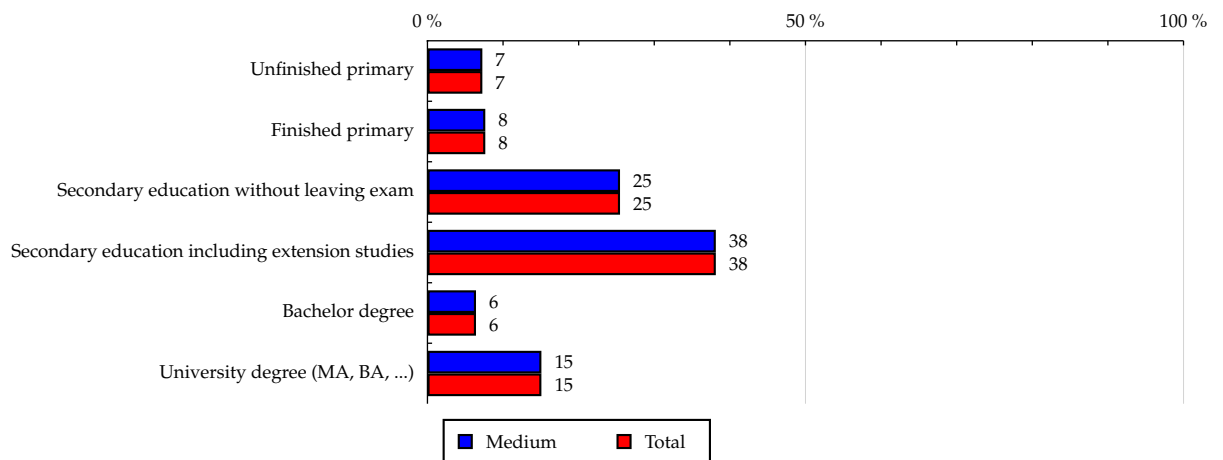
# TOTAL

**Table 3: Highest Education**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.26	459 856	97.70	3.85	298 258 306	63 367.30	100.00	7.26	459 856	3.85	298 258 306
Finished primary	7.65	484 473	97.70	8.06	624 598 199	125 957.96	100.00	7.65	484 473	8.06	624 598 199
Secondary education without leaving exam	25.47	1 613 723	97.70	29.78	2 309 042 316	139 796.80	100.00	25.47	1 613 723	29.78	2 309 042 316
Secondary education including extension studies	38.14	2 417 097	97.70	40.27	3 122 717 653	126 221.45	100.00	38.14	2 417 097	40.27	3 122 717 653
Bachelor degree	6.42	406 886	97.70	6.40	496 280 611	119 164.92	100.00	6.42	406 886	6.40	496 280 611
University degree (MA, BA, ...)	15.07	954 696	97.70	11.64	902 792 002	92 388.33	100.00	15.07	954 696	11.64	902 792 002

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 3: Highest Education by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

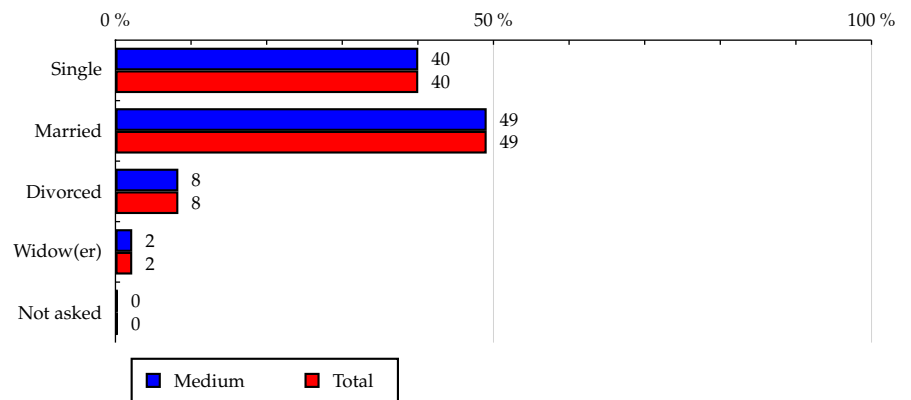
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	40.05	2 537 661	97.70	38.65	2 996 438 527	115 362.92	100.00	40.05	2 537 661	38.65	2 996 438 527
Married	49.10	3 111 376	97.70	50.15	3 888 730 914	122 109.62	100.00	49.10	3 111 376	50.15	3 888 730 914
Divorced	8.32	527 104	97.70	8.56	663 691 925	123 016.67	100.00	8.32	527 104	8.56	663 691 925
Widow(er)	2.22	140 607	97.70	2.49	193 287 226	134 304.14	100.00	2.22	140 607	2.49	193 287 226
Not asked	0.32	19 982	97.70	0.15	11 540 495	56 424.29	100.00	0.32	19 982	0.15	11 540 495

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 4: Marital Status by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

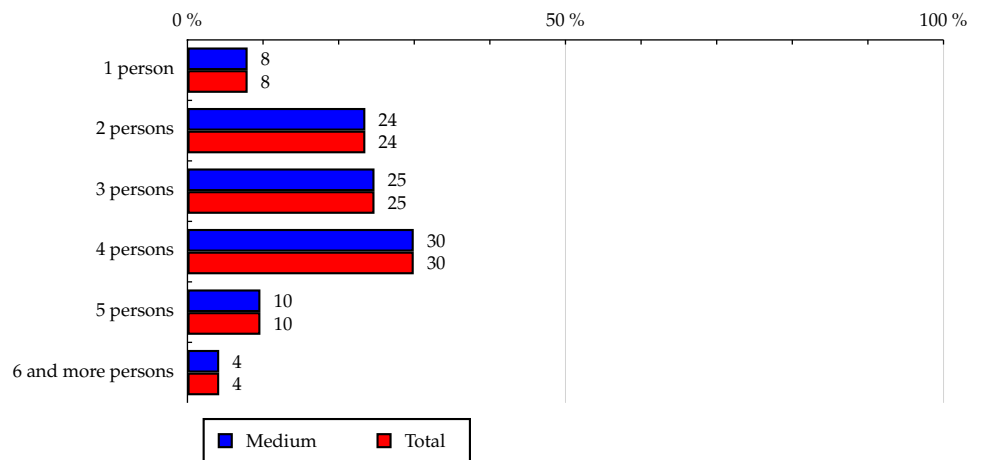
# TOTAL

**Table 5: Number of Persons in the Household**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
1 person	7.96	504 172	97.70	7.98	618 807 983	119 914.49	100.00	7.96	504 172	7.98	618 807 983
2 persons	23.53	1 490 955	97.70	23.54	1 825 588 499	119 627.97	100.00	23.53	1 490 955	23.54	1 825 588 499
3 persons	24.74	1 567 686	97.70	25.04	1 941 265 698	120 981.84	100.00	24.74	1 567 686	25.04	1 941 265 698
4 persons	29.93	1 896 620	97.70	31.61	2 451 239 279	126 269.92	100.00	29.93	1 896 620	31.61	2 451 239 279
5 persons	9.65	611 263	97.70	8.01	621 053 041	99 264.64	100.00	9.65	611 263	8.01	621 053 041
6 and more persons	4.20	266 034	97.70	3.81	295 734 586	108 607.29	100.00	4.20	266 034	3.81	295 734 586

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 5: Number of Persons in the Household by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

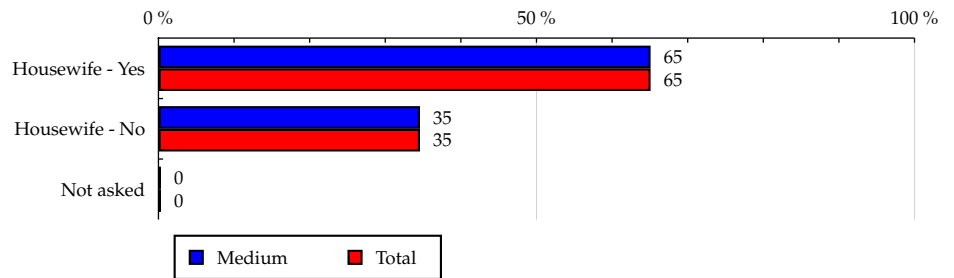
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	65.09	4 124 842	97.70	65.65	5 089 982 544	120 560.08	100.00	65.09	4 124 842	65.65	5 089 982 544
Housewife - No	34.59	2 191 908	97.70	34.21	2 652 166 048	118 215.09	100.00	34.59	2 191 908	34.21	2 652 166 048
Not asked	0.32	19 982	97.70	0.15	11 540 495	56 424.29	100.00	0.32	19 982	0.15	11 540 495

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 6: Housewife by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

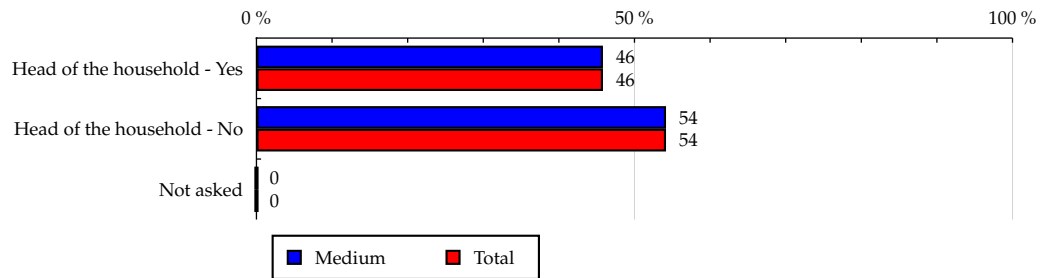
# TOTAL

**Table 7: Head of the Household**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Head of the household - Yes	45.83	2 903 897	97.70	47.58	3 688 881 520	124 110.34	100.00	45.83	2 903 897	47.58	3 688 881 520
Head of the household - No	54.17	3 432 835	97.70	52.42	4 064 807 567	115 686.21	100.00	54.17	3 432 835	52.42	4 064 807 567
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 7: Head of the Household by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013



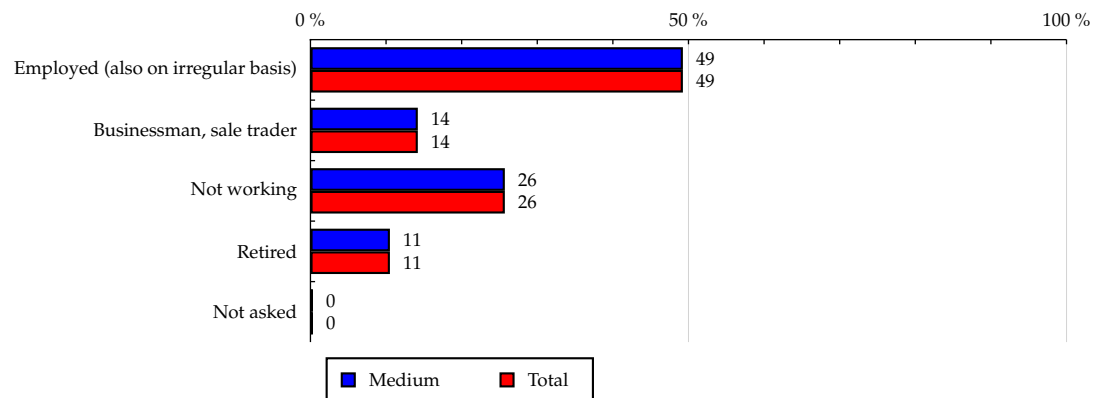
# TOTAL

**Table 8: Economic Activity**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employed (also on irregular basis)	49.26	3 121 587	97.70	49.89	3 868 367 128	121 072.84	100.00	49.26	3 121 587	49.89	3 868 367 128
Businessman, sale trader	14.20	900 026	97.70	12.26	950 658 655	103 196.27	100.00	14.20	900 026	12.26	950 658 655
Not working	25.71	1 629 405	97.70	26.47	2 052 214 124	123 051.86	100.00	25.71	1 629 405	26.47	2 052 214 124
Retired	10.51	665 731	97.70	11.23	870 908 685	127 810.94	100.00	10.51	665 731	11.23	870 908 685
Not asked	0.32	19 982	97.70	0.15	11 540 495	56 424.29	100.00	0.32	19 982	0.15	11 540 495

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 8: Economic Activity by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

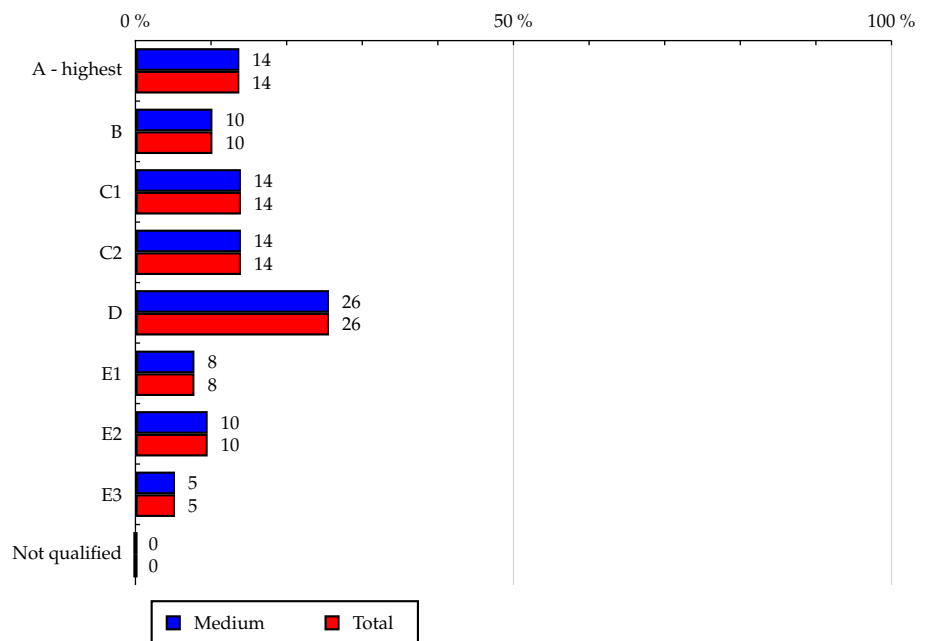
# TOTAL

**Table 9: ABCDE National Socioeconomic Classification**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
A - highest	13.74	870 561	97.70	12.54	972 207 478	109 107.38	100.00	13.74	870 561	12.54	972 207 478
B	10.18	644 920	97.70	9.81	760 650 775	115 232.23	100.00	10.18	644 920	9.81	760 650 775
C1	13.95	884 238	97.70	12.26	950 667 523	105 039.74	100.00	13.95	884 238	12.26	950 667 523
C2	13.95	884 234	97.70	16.28	1 262 578 083	139 503.65	100.00	13.95	884 234	16.28	1 262 578 083
D	25.60	1 622 118	97.70	28.03	2 173 318 816	130 898.69	100.00	25.60	1 622 118	28.03	2 173 318 816
E1	7.80	494 500	97.70	7.64	592 580 454	117 078.02	100.00	7.80	494 500	7.64	592 580 454
E2	9.55	604 968	97.70	8.71	675 514 299	109 092.90	100.00	9.55	604 968	8.71	675 514 299
E3	5.23	331 191	97.70	4.72	366 171 659	108 019.08	100.00	5.23	331 191	4.72	366 171 659
Not qualified	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 9: ABCDE National Socioeconomic Classification by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

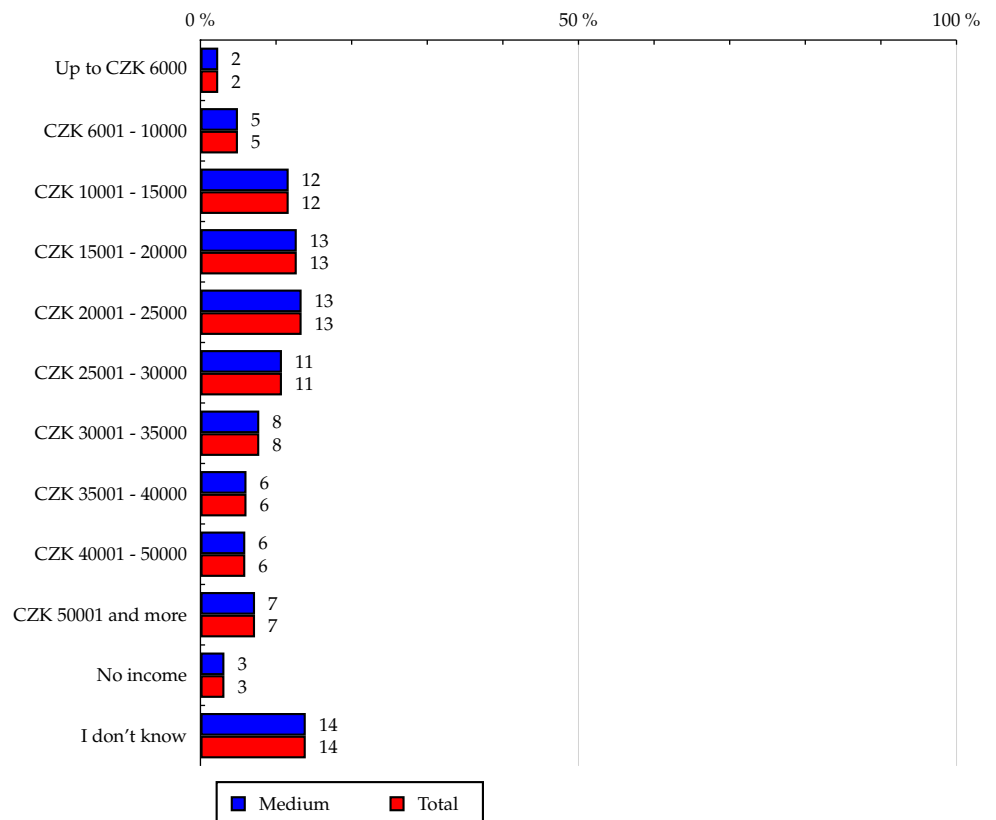
# TOTAL

**Table 10: Net Income of the Household**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Up to CZK 6000	2.35	149 080	97.70	2.86	222 126 061	145 570.62	100.00	2.35	149 080	2.86	222 126 061
CZK 6001 - 10000	4.96	314 053	97.70	5.04	390 609 365	121 516.03	100.00	4.96	314 053	5.04	390 609 365
CZK 10001 - 15000	11.67	739 732	97.70	14.85	1 151 714 915	152 112.50	100.00	11.67	739 732	14.85	1 151 714 915
CZK 15001 - 20000	12.74	807 534	97.70	13.58	1 053 202 108	127 422.17	100.00	12.74	807 534	13.58	1 053 202 108
CZK 20001 - 25000	13.38	847 817	97.70	13.12	1 017 522 049	117 256.27	100.00	13.38	847 817	13.12	1 017 522 049
CZK 25001 - 30000	10.78	683 152	97.70	9.77	757 557 481	108 340.89	100.00	10.78	683 152	9.77	757 557 481
CZK 30001 - 35000	7.78	493 129	97.70	8.76	679 263 234	134 577.16	100.00	7.78	493 129	8.76	679 263 234
CZK 35001 - 40000	6.09	385 783	97.70	5.16	399 808 425	101 251.77	100.00	6.09	385 783	5.16	399 808 425
CZK 40001 - 50000	5.93	375 695	97.70	5.74	444 679 479	115 639.38	100.00	5.93	375 695	5.74	444 679 479
CZK 50001 and more	7.22	457 474	97.70	6.74	522 752 969	111 641.09	100.00	7.22	457 474	6.74	522 752 969
No income	3.17	200 846	97.70	2.34	181 108 122	88 098.47	100.00	3.17	200 846	2.34	181 108 122
I don't know	13.93	882 431	97.70	12.04	933 344 879	103 336.92	100.00	13.93	882 431	12.04	933 344 879

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 10: Net Income of the Household by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

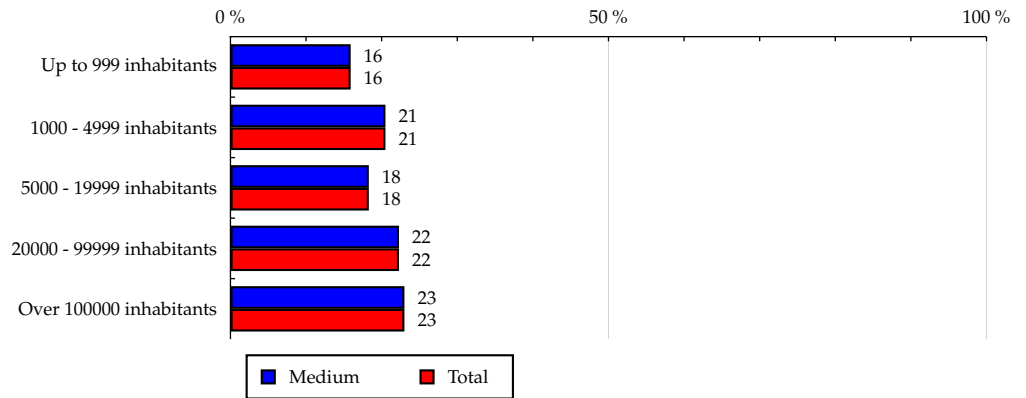
TOTAL

Table 11: Size of the Place of Residence

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Up to 999 inhabitants	15.90	1 007 537	97.70	13.78	1 068 591 048	103 620.30	100.00	15.90	1 007 537	13.78	1 068 591 048
1000 - 4999 inhabitants	20.50	1 299 043	97.70	19.45	1 508 056 423	113 419.65	100.00	20.50	1 299 043	19.45	1 508 056 423
5000 - 19999 inhabitants	18.30	1 159 553	97.70	20.23	1 568 398 666	132 147.85	100.00	18.30	1 159 553	20.23	1 568 398 666
20000 - 99999 inhabitants	22.29	1 412 400	97.70	21.50	1 667 212 915	115 326.11	100.00	22.29	1 412 400	21.50	1 667 212 915
Over 100000 inhabitants	23.01	1 458 196	97.70	25.04	1 941 430 035	130 076.90	100.00	23.01	1 458 196	25.04	1 941 430 035

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

Chart 11: Size of the Place of Residence by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

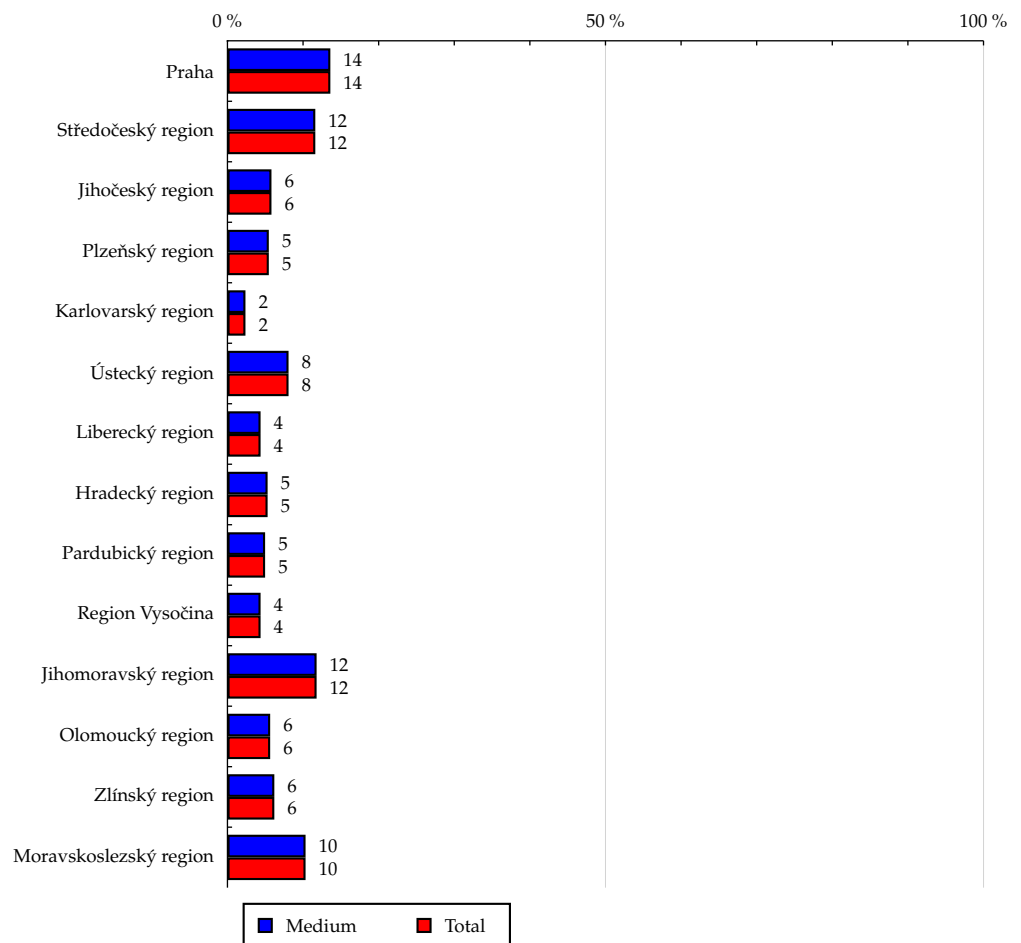
# TOTAL

**Table 12: Region**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.61	862 677	97.70	13.08	1 014 514 862	114 895.92	100.00	13.61	862 677	13.08	1 014 514 862
Středočeský region	11.62	736 183	97.70	12.35	957 964 759	127 132.92	100.00	11.62	736 183	12.35	957 964 759
Jihočeský region	5.82	368 812	97.70	4.23	327 930 732	86 870.16	100.00	5.82	368 812	4.23	327 930 732
Plzeňský region	5.47	346 475	97.70	5.68	440 450 910	124 199.24	100.00	5.47	346 475	5.68	440 450 910
Karlovarský region	2.38	150 526	97.70	1.58	122 278 538	79 365.32	100.00	2.38	150 526	1.58	122 278 538
Ústecký region	8.08	511 863	97.70	8.67	672 082 102	128 281.12	100.00	8.08	511 863	8.67	672 082 102
Liberecký region	4.38	277 659	97.70	3.48	269 588 851	94 860.06	100.00	4.38	277 659	3.48	269 588 851
Hradecký region	5.31	336 233	97.70	7.48	580 055 938	168 548.17	100.00	5.31	336 233	7.48	580 055 938
Pardubický region	4.98	315 780	97.70	5.80	450 020 583	139 232.84	100.00	4.98	315 780	5.80	450 020 583
Region Vysočina	4.38	277 852	97.70	3.33	257 942 743	90 699.13	100.00	4.38	277 852	3.33	257 942 743
Jihomoravský region	11.79	747 071	97.70	12.55	972 758 052	127 214.68	100.00	11.79	747 071	12.55	972 758 052
Olomoucký region	5.65	358 260	97.70	4.90	379 814 012	103 577.69	100.00	5.65	358 260	4.90	379 814 012
Zlínský region	6.20	392 923	97.70	6.38	494 427 762	122 938.78	100.00	6.20	392 923	6.38	494 427 762
Moravskoslezský region	10.33	654 410	97.70	10.50	813 859 242	121 504.82	100.00	10.33	654 410	10.50	813 859 242

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 12: Region by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

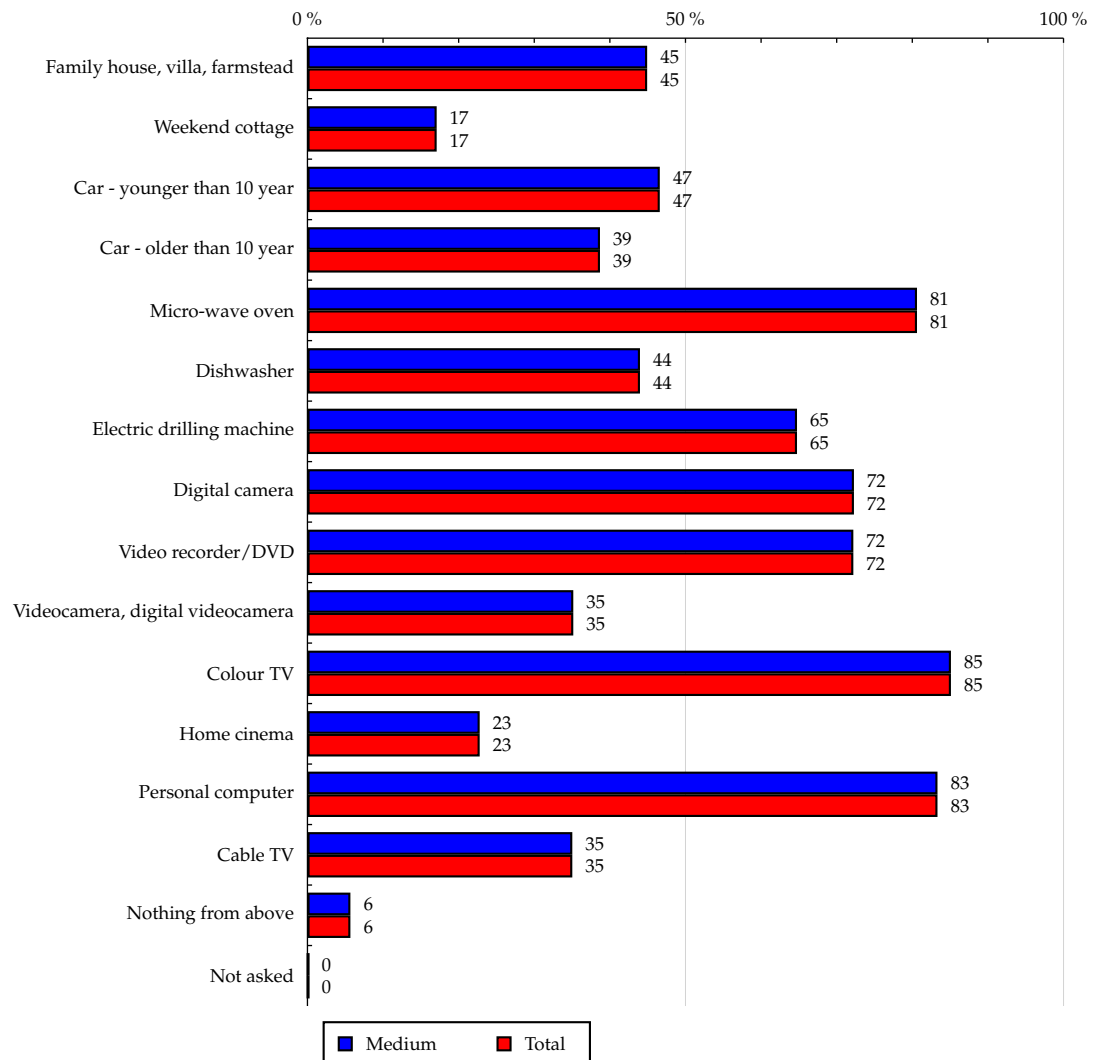
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	44.93	2 846 814	97.70	43.09	3 341 367 420	114 672.57	100.00	44.93	2 846 814	43.09	3 341 367 420
Weekend cottage	17.09	1 082 778	97.70	17.51	1 357 975 792	122 531.30	100.00	17.09	1 082 778	17.51	1 357 975 792
Car - younger than 10 year	46.60	2 952 890	97.70	42.14	3 267 427 410	108 106.83	100.00	46.60	2 952 890	42.14	3 267 427 410
Car - older than 10 year	38.69	2 451 560	97.70	41.01	3 179 990 363	126 729.49	100.00	38.69	2 451 560	41.01	3 179 990 363
Micro-wave oven	80.62	5 108 911	97.70	79.07	6 130 600 446	117 238.21	100.00	80.62	5 108 911	79.07	6 130 600 446
Dishwasher	43.98	2 786 922	97.70	41.67	3 231 313 067	113 278.80	100.00	43.98	2 786 922	41.67	3 231 313 067
Electric drilling machine	64.75	4 102 847	97.70	62.06	4 812 281 535	114 593.55	100.00	64.75	4 102 847	62.06	4 812 281 535
Digital camera	72.28	4 580 451	97.70	71.58	5 549 706 252	118 373.98	100.00	72.28	4 580 451	71.58	5 549 706 252
Video recorder/DVD	72.20	4 575 214	97.70	72.79	5 643 847 528	120 519.80	100.00	72.20	4 575 214	72.79	5 643 847 528
Videocamera, digital videocamera	35.16	2 228 040	97.70	34.41	2 668 112 652	116 997.26	100.00	35.16	2 228 040	34.41	2 668 112 652
Colour TV	85.11	5 393 199	97.70	83.80	6 497 295 642	117 701.14	100.00	85.11	5 393 199	83.80	6 497 295 642
Home cinema	22.78	1 443 414	97.70	22.61	1 753 022 526	118 656.34	100.00	22.78	1 443 414	22.61	1 753 022 526
Personal computer	83.33	5 280 161	97.70	83.00	6 435 787 869	119 082.80	100.00	83.33	5 280 161	83.00	6 435 787 869
Cable TV	35.03	2 220 050	97.70	34.67	2 688 423 076	118 312.13	100.00	35.03	2 220 050	34.67	2 688 423 076
Nothing from above	5.68	359 649	97.70	4.76	369 028 408	100 247.82	100.00	5.68	359 649	4.76	369 028 408
Not asked	0.16	10 351	97.70	0.07	5 214 594	49 218.94	100.00	0.16	10 351	0.07	5 214 594

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

Chart 13: Facilities by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

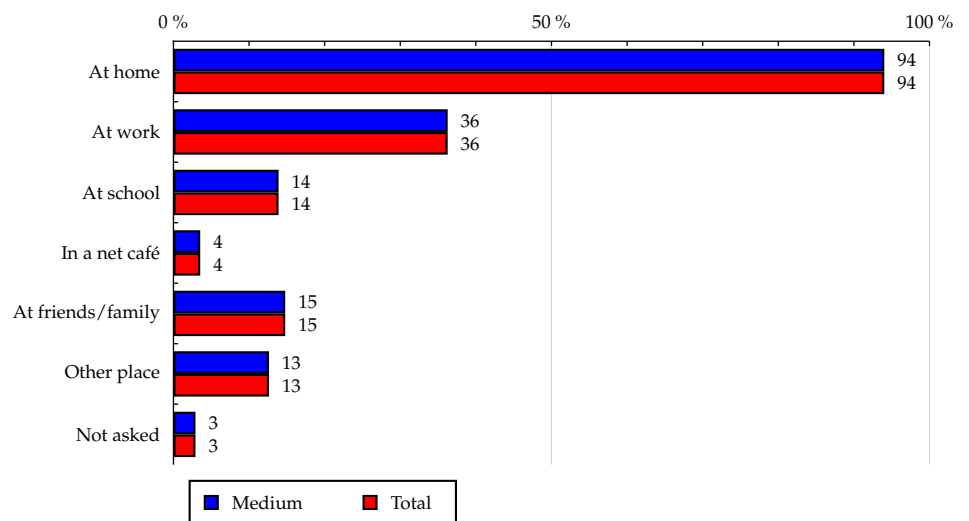
# TOTAL

**Table 14: All Places of Internet Connection**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
At home	94.02	5 957 592	97.70	96.14	7 454 079 577	122 241.24	100.00	94.02	5 957 592	96.14	7 454 079 577
At work	36.27	2 298 648	97.70	32.41	2 512 645 097	106 795.55	100.00	36.27	2 298 648	32.41	2 512 645 097
At school	13.90	880 766	97.70	12.85	996 500 806	110 537.92	100.00	13.90	880 766	12.85	996 500 806
In a net café	3.54	224 258	97.70	2.08	161 188 635	70 223.04	100.00	3.54	224 258	2.08	161 188 635
At friends/family	14.78	936 534	97.70	13.77	1 067 622 176	111 375.16	100.00	14.78	936 534	13.77	1 067 622 176
Other place	12.64	800 991	97.70	11.63	901 917 702	110 010.33	100.00	12.64	800 991	11.63	901 917 702
Not asked	2.91	184 580	97.70	1.27	98 379 456	52 073.03	100.00	2.91	184 580	1.27	98 379 456

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 14: All Places of Internet Connection by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

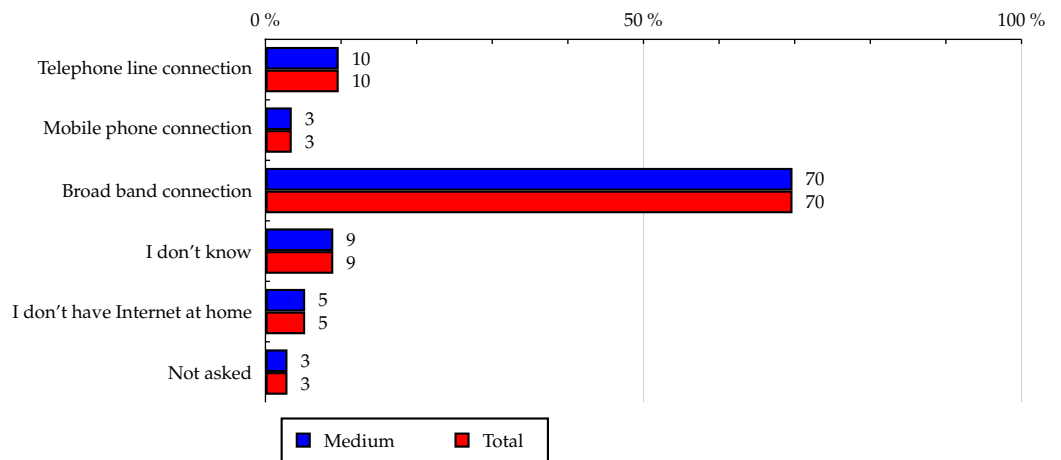
# TOTAL

**Table 15: Connection from Home**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Telephone line connection	9.69	613 729	97.70	9.38	727 329 818	115 784.01	100.00	9.69	613 729	9.38	727 329 818
Mobile phone connection	3.48	220 239	97.70	3.47	268 729 882	119 210.86	100.00	3.48	220 239	3.47	268 729 882
Broad band connection	69.71	4 417 190	97.70	74.86	5 804 170 061	128 377.40	100.00	69.71	4 417 190	74.86	5 804 170 061
I don't know	8.97	568 178	97.70	7.44	576 981 365	99 213.69	100.00	8.97	568 178	7.44	576 981 365
I don't have Internet at home	5.25	332 814	97.70	3.59	278 098 506	81 637.78	100.00	5.25	332 814	3.59	278 098 506
Not asked	2.91	184 580	97.70	1.27	98 379 456	52 073.03	100.00	2.91	184 580	1.27	98 379 456

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 15: Connection from Home by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013



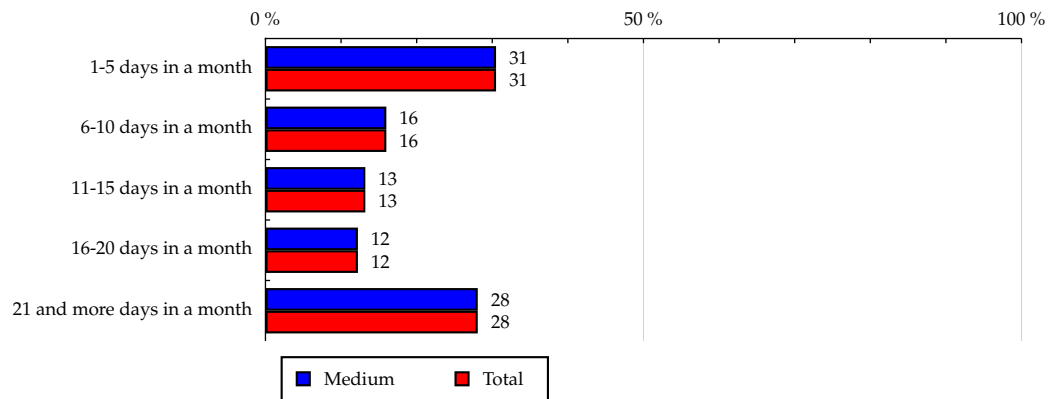
# TOTAL

**Table 16: Measured Frequency of the Internet Use (NetMonitor)**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
1-5 days in a month	30.50	1 932 522	97.70	2.03	157 264 202	7 950.60	100.00	30.50	1 932 522	2.03	157 264 202
6-10 days in a month	15.99	1 013 294	97.70	4.91	380 772 736	36 713.42	100.00	15.99	1 013 294	4.91	380 772 736
11-15 days in a month	13.21	836 829	97.70	8.24	638 833 174	74 583.88	100.00	13.21	836 829	8.24	638 833 174
16-20 days in a month	12.23	774 879	97.70	14.66	1 136 886 502	143 343.34	100.00	12.23	774 879	14.66	1 136 886 502
21 and more days in a month	28.08	1 779 206	97.70	70.16	5 439 932 473	298 718.15	100.00	28.08	1 779 206	70.16	5 439 932 473

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 16: Measured Frequency of the Internet Use (NetMonitor) by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

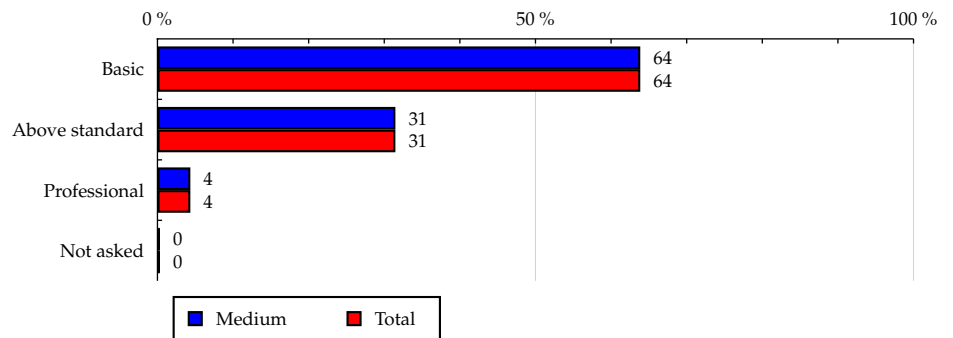
# TOTAL

**Table 17: IT Knowledge**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	63.86	4 046 826	97.70	66.49	5 155 425 012	124 464.20	100.00	63.86	4 046 826	66.49	5 155 425 012
Above standard	31.47	1 994 099	97.70	30.22	2 343 128 620	114 800.53	100.00	31.47	1 994 099	30.22	2 343 128 620
Professional	4.35	275 824	97.70	3.14	243 594 960	86 283.94	100.00	4.35	275 824	3.14	243 594 960
Not asked	0.32	19 982	97.70	0.15	11 540 495	56 424.29	100.00	0.32	19 982	0.15	11 540 495

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 17: IT Knowledge by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

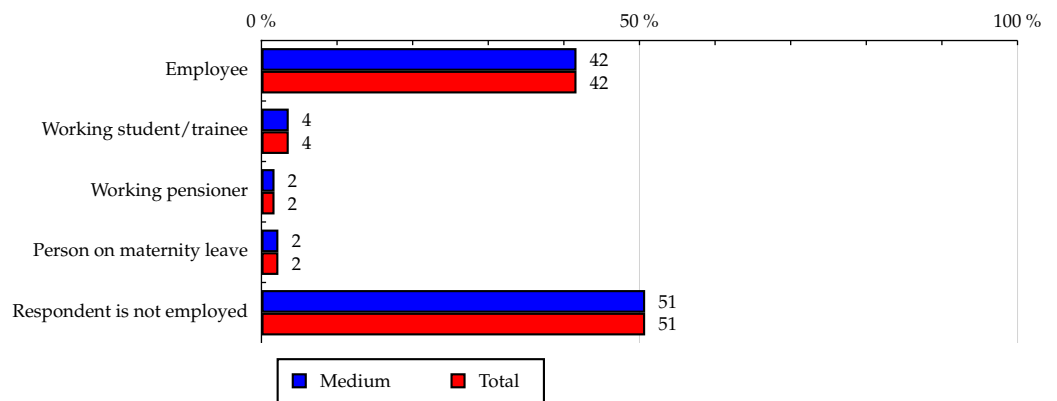
# TOTAL

**Table 18: Economically Active as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	41.67	2 640 791	97.70	43.69	3 387 759 552	125 335.18	100.00	41.67	2 640 791	43.69	3 387 759 552
Working student/trainee	3.61	229 037	97.70	2.92	226 498 071	96 616.83	100.00	3.61	229 037	2.92	226 498 071
Working pensioner	1.73	109 413	97.70	0.99	76 470 133	68 283.72	100.00	1.73	109 413	0.99	76 470 133
Person on maternity leave	2.24	141 895	97.70	2.29	177 503 457	122 217.16	100.00	2.24	141 895	2.29	177 503 457
Respondent is not employed	50.75	3 215 595	97.70	50.11	3 885 457 874	118 052.55	100.00	50.75	3 215 595	50.11	3 885 457 874

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 18: Economically Active as by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

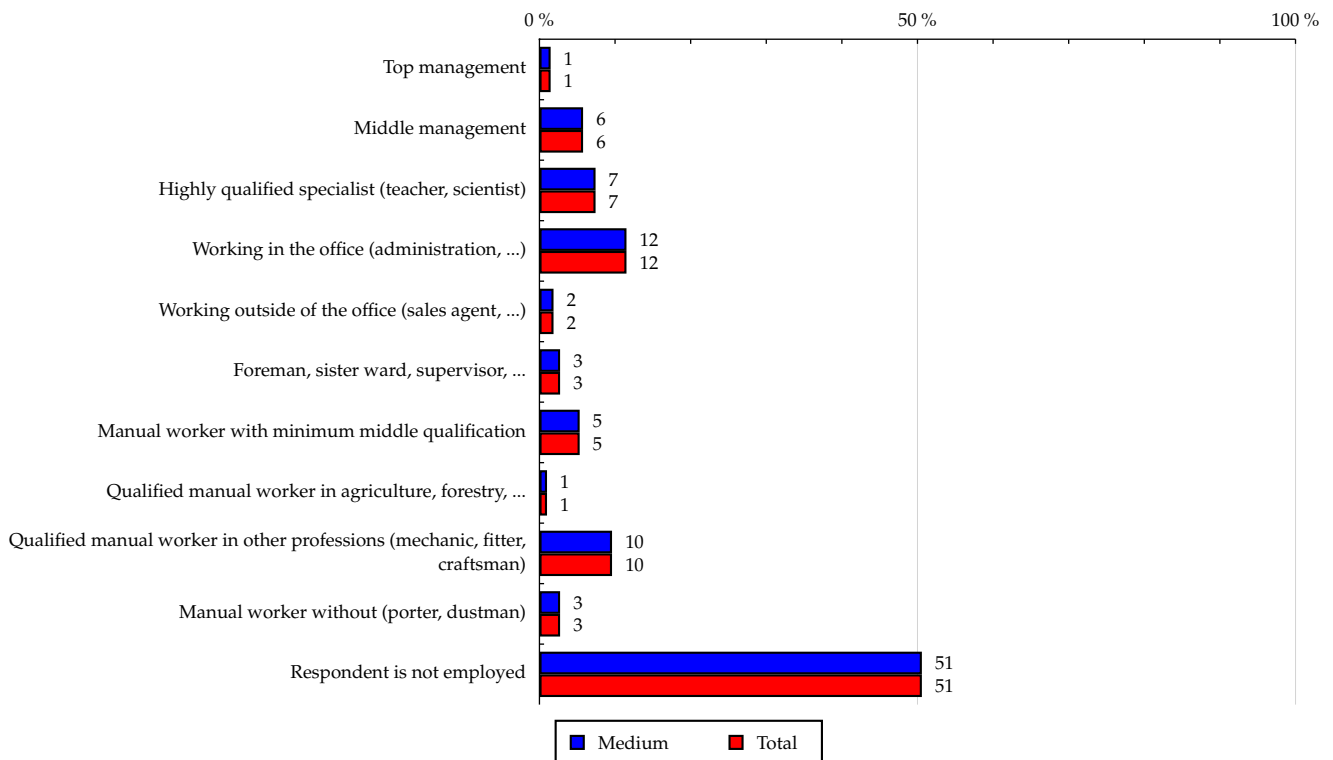
TOTAL

Table 19: Characteristics of the Employment

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Top management	1.48	93 836	97.70	1.21	94 123 022	97 998.05	100.00	1.48	93 836	1.21	94 123 022
Middle management	5.77	365 664	97.70	6.42	497 618 141	132 955.99	100.00	5.77	365 664	6.42	497 618 141
Highly qualified specialist (teacher, scientist)	7.42	470 310	97.70	6.00	465 092 573	96 615.98	100.00	7.42	470 310	6.00	465 092 573
Working in the office (administration, ...)	11.51	729 271	97.70	11.90	922 471 902	123 582.96	100.00	11.51	729 271	11.90	922 471 902
Working outside of the office (sales agent, ...)	1.86	118 094	97.70	1.35	104 551 835	86 496.28	100.00	1.86	118 094	1.35	104 551 835
Foreman, sister ward, supervisor, ...	2.73	172 737	97.70	2.66	205 910 240	116 462.13	100.00	2.73	172 737	2.66	205 910 240
Manual worker with minimum middle qualification	5.32	337 395	97.70	6.22	482 526 701	139 725.63	100.00	5.32	337 395	6.22	482 526 701
Qualified manual worker in agriculture, forestry, ...	1.00	63 497	97.70	0.94	72 656 947	111 793.71	100.00	1.00	63 497	0.94	72 656 947
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.60	608 305	97.70	9.70	752 381 147	120 840.02	100.00	9.60	608 305	9.70	752 381 147
Manual worker without (porter, dustman)	2.73	172 693	97.70	3.56	276 033 481	156 164.00	100.00	2.73	172 693	3.56	276 033 481
Respondent is not employed	50.58	3 204 925	97.70	50.04	3 880 323 099	118 289.04	100.00	50.58	3 204 925	50.04	3 880 323 099

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

Chart 19: Characteristics of the Employment by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

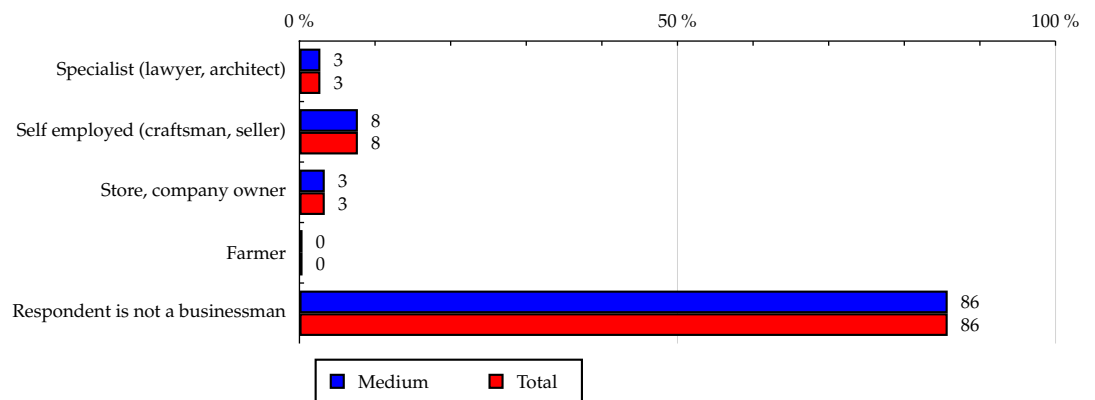
# TOTAL

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.77	175 327	97.70	1.91	148 083 619	82 518.45	100.00	2.77	175 327	1.91	148 083 619
Self employed (craftsman, seller)	7.73	490 131	97.70	6.61	512 367 469	102 132.29	100.00	7.73	490 131	6.61	512 367 469
Store, company owner	3.35	212 205	97.70	3.53	273 659 386	125 993.30	100.00	3.35	212 205	3.53	273 659 386
Farmer	0.41	25 924	97.70	0.23	17 679 838	66 628.80	100.00	0.41	25 924	0.23	17 679 838
Respondent is not a businessman	85.74	5 433 142	97.70	87.72	6 801 898 774	122 313.27	100.00	85.74	5 433 142	87.72	6 801 898 774

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 20: Business Activities by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

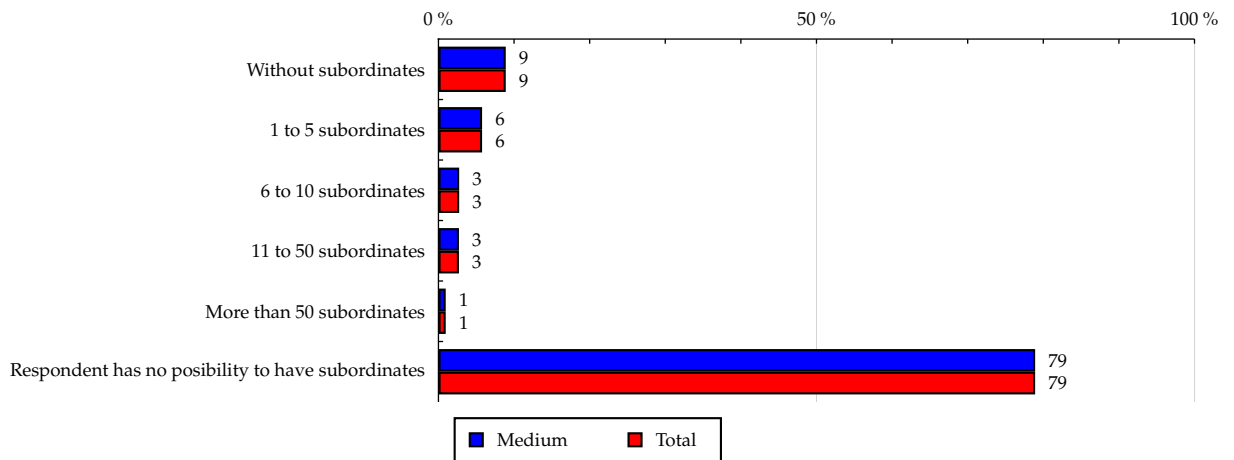
# TOTAL

**Table 21: Number of Subordinates**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.90	564 281	97.70	6.87	532 345 442	92 170.55	100.00	8.90	564 281	6.87	532 345 442
1 to 5 subordinates	5.77	365 364	97.70	6.99	542 208 146	144 988.74	100.00	5.77	365 364	6.99	542 208 146
6 to 10 subordinates	2.74	173 511	97.70	2.55	197 522 010	111 219.79	100.00	2.74	173 511	2.55	197 522 010
11 to 50 subordinates	2.71	171 968	97.70	2.25	174 374 372	99 066.79	100.00	2.71	171 968	2.25	174 374 372
More than 50 subordinates	0.96	60 589	97.70	1.15	89 353 559	144 082.19	100.00	0.96	60 589	1.15	89 353 559
Respondent has no possibility to have subordinates	78.92	5 001 017	97.70	80.19	6 217 885 558	121 472.76	100.00	78.92	5 001 017	80.19	6 217 885 558

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 21: Number of Subordinates by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

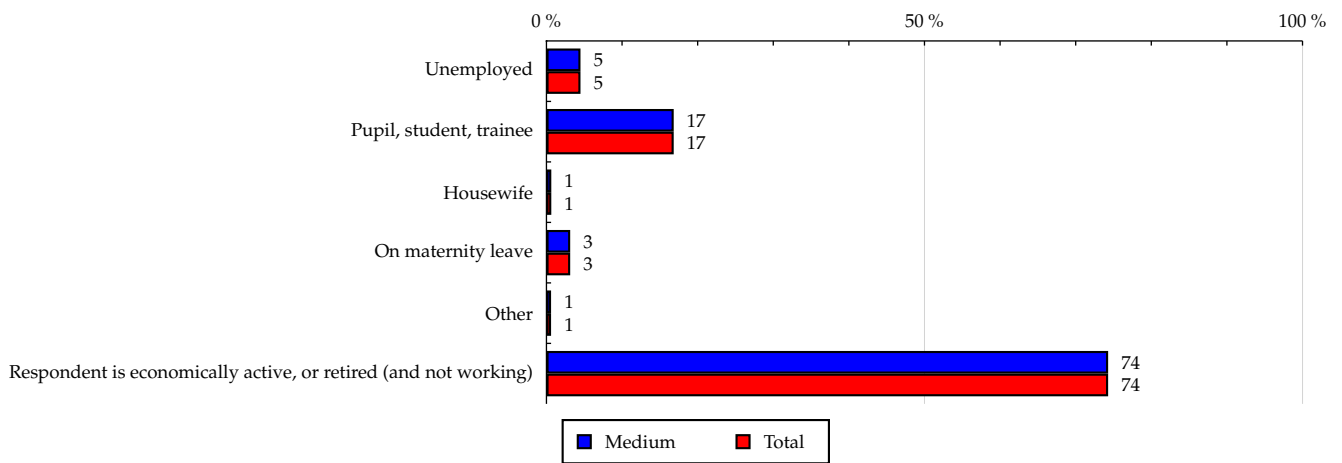
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	4.50	285 134	97.70	6.02	467 146 521	160 065.47	100.00	4.50	285 134	6.02	467 146 521
Pupil, student, trainee	16.83	1 066 472	97.70	15.47	1 199 621 324	109 897.78	100.00	16.83	1 066 472	15.47	1 199 621 324
Housewife	0.64	40 332	97.70	0.35	27 208 953	65 909.93	100.00	0.64	40 332	0.35	27 208 953
On maternity leave	3.14	199 023	97.70	4.22	327 063 866	160 554.84	100.00	3.14	199 023	4.22	327 063 866
Other	0.61	38 441	97.70	0.40	31 173 460	79 227.46	100.00	0.61	38 441	0.40	31 173 460
Respondent is economically active, or retired (and not working)	74.29	4 707 327	97.70	73.53	5 701 474 963	118 333.39	100.00	74.29	4 707 327	73.53	5 701 474 963

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 22: Economically Inactive as by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

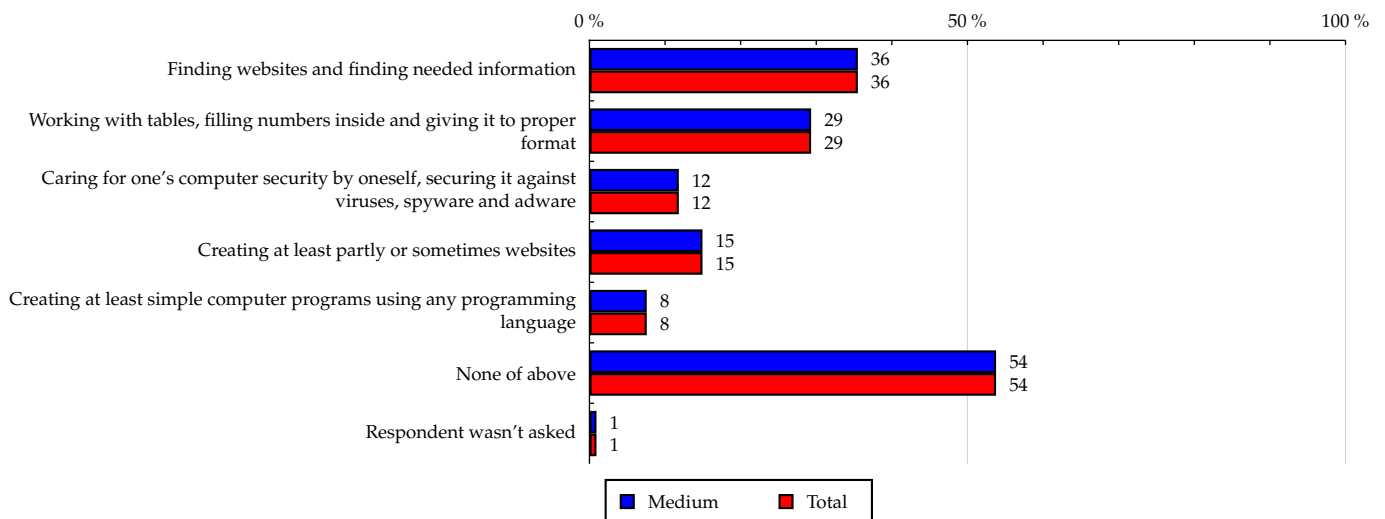
# TOTAL

**Table 23: Activities on computers which respondent does**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Finding websites and finding needed information	35.50	2 249 572	97.70	40.64	3 150 946 533	136 847.09	100.00	35.50	2 249 572	40.64	3 150 946 533
Working with tables, filling numbers inside and giving it to proper format	29.32	1 857 837	97.70	33.02	2 559 987 264	134 624.69	100.00	29.32	1 857 837	33.02	2 559 987 264
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	11.82	749 279	97.70	12.58	975 714 296	127 225.23	100.00	11.82	749 279	12.58	975 714 296
Creating at least partly or sometimes websites	14.95	947 126	97.70	14.42	1 118 265 240	115 353.70	100.00	14.95	947 126	14.42	1 118 265 240
Creating at least simple computer programs using any programming language	7.58	480 357	97.70	6.06	469 935 216	95 580.28	100.00	7.58	480 357	6.06	469 935 216
None of above	53.78	3 407 646	97.70	50.13	3 887 306 746	111 452.26	100.00	53.78	3 407 646	50.13	3 887 306 746
Respondent wasn't asked	0.93	58 833	97.70	0.48	37 452 502	62 194.12	100.00	0.93	58 833	0.48	37 452 502

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 23: Activities on computers which respondent does by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013



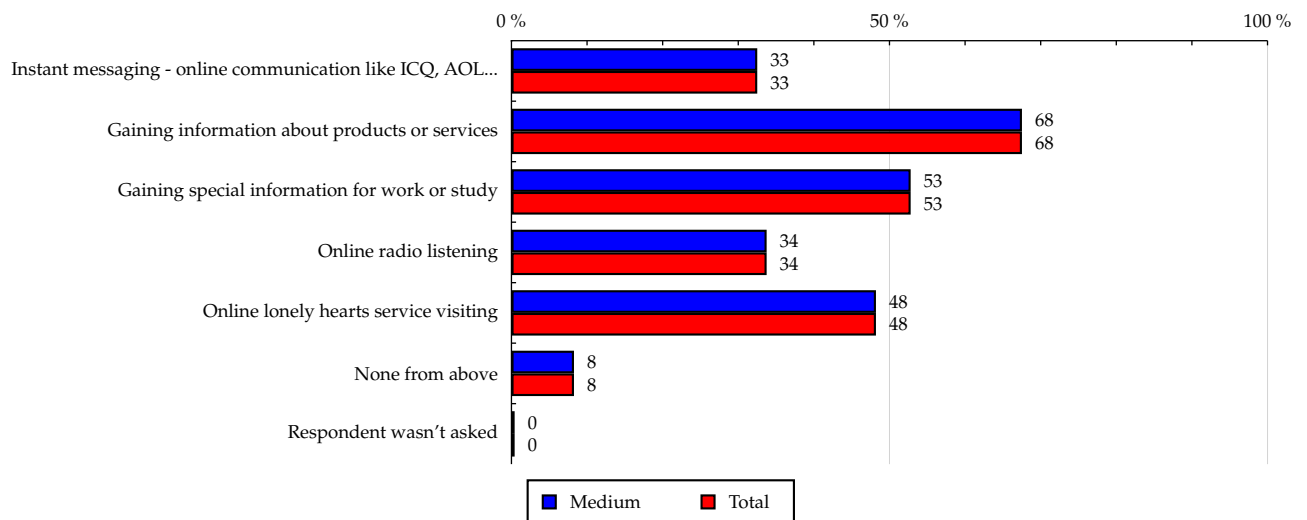
# TOTAL

**Table 24: Activities on internet which respondent does**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Instant messaging - online communication like ICQ, AOL...	32.51	2 060 272	97.70	34.13	2 645 962 764	125 473.95	100.00	32.51	2 060 272	34.13	2 645 962 764
Gaining information about products or services	67.52	4 278 851	97.70	72.36	5 610 220 105	128 099.45	100.00	67.52	4 278 851	72.36	5 610 220 105
Gaining special information for work or study	52.80	3 345 681	97.70	52.40	4 063 191 988	118 652.61	100.00	52.80	3 345 681	52.40	4 063 191 988
Online radio listening	33.75	2 138 845	97.70	42.59	3 302 446 800	150 851.98	100.00	33.75	2 138 845	42.59	3 302 446 800
Online lonely hearts service visiting	48.21	3 054 837	97.70	57.12	4 428 851 403	141 643.78	100.00	48.21	3 054 837	57.12	4 428 851 403
None from above	8.27	524 278	97.70	7.10	550 790 751	102 640.56	100.00	8.27	524 278	7.10	550 790 751
Respondent wasn't asked	0.42	26 793	97.70	0.15	11 778 119	42 947.03	100.00	0.42	26 793	0.15	11 778 119

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 24: Activities on internet which respondent does by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

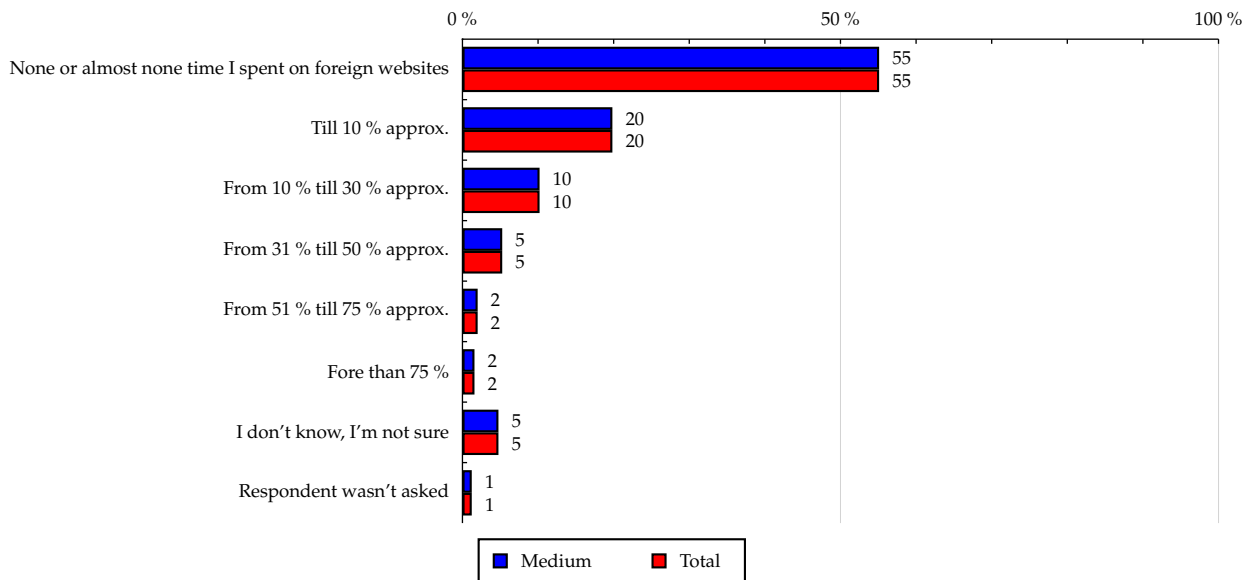
# TOTAL

**Table 25: Total internet time spent on foreign websites**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
None or almost none time I spent on foreign websites	55.11	3 492 055	97.70	57.80	4 481 327 676	125 377.64	100.00	55.11	3 492 055	57.80	4 481 327 676
Till 10 % approx.	19.83	1 256 618	97.70	20.24	1 569 154 261	121 999.09	100.00	19.83	1 256 618	20.24	1 569 154 261
From 10 % till 30 % approx.	10.20	646 575	97.70	8.65	670 424 608	101 303.61	100.00	10.20	646 575	8.65	670 424 608
From 31 % till 50 % approx.	5.26	333 369	97.70	5.84	452 859 676	132 718.69	100.00	5.26	333 369	5.84	452 859 676
From 51 % till 75 % approx.	2.01	127 602	97.70	2.49	193 099 751	147 848.86	100.00	2.01	127 602	2.49	193 099 751
Fore than 75 %	1.59	100 782	97.70	0.90	69 639 818	67 510.11	100.00	1.59	100 782	0.90	69 639 818
I don't know, I'm not sure	4.76	301 542	97.70	3.65	283 113 011	91 728.75	100.00	4.76	301 542	3.65	283 113 011
Respondent wasn't asked	1.23	78 185	97.70	0.44	34 070 287	42 573.90	100.00	1.23	78 185	0.44	34 070 287

Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

**Chart 25: Total internet time spent on foreign websites by RU(%)**



Source: NetMonitor – SPIR – Gemius & Mediaresearch, August 2013

## THE KEY

Below mentioned term "target group"(given target group, chosen target group, chosen TG) is being used here as a target group given in a table line (or column of graph) of a given sociodemographic indicator, i.e. target group "women", "Liberec region", "Retired", etc. The target group "All" is defined as Persons in the age of 10+ that have visited Internet at least once in the last month.

## MEDIUM:

**RU(number)** – a number of visitors (real users) from the respective target group of a chosen medium

**RU(%)** – structure of visitors

Information on the visitors profile of a chosen medium – in the form of proportional spreading of Internet users (according to Reach) among individual target groups

$$RU(\%) = RU(\text{number})(\text{medium})(\text{chosen TG}) / RU(\text{number})(\text{medium})(\text{TG All}) * 100$$

**Reach(%)** – proportion of the number of the medium visitors from the respective target group to the size of this target group

$$Reach(\%)(CS) = RU(\text{number})(\text{medium})(\text{TG}) / \text{size of TG}(\text{number}) * 100$$

**PV(number)** – number of page views generated in the medium by users from a respective target group

**PV(%)** – structure of page views

Information on the visitors profile of a chosen medium – in the form of proportional spreading of Internet users (according to page views) among individual target groups

$$PV(\%) = PV(\text{number})(\text{medium}) (\text{chosen TG}) / PV(\text{number})(\text{medium})(\text{TG All}) * 100$$

**TRP(%)** – Target Rating Points

Gross rating of a given target group on a chosen medium

$$TRP(\%) = PV(\text{number})(\text{medium}) / \text{size of TG}(\text{number}) * 100$$

(similarly is defined indicator GRP(%) Gross Rating Points, the difference is that as target group all population is considered, target group All)

**Affinity(%)** – affinity of reach

Coefficient expressing the relationship between the audience of a chosen medium and the audience of all measured medium

$$Affinity(\%) = Reach(\%)(\text{medium})(\text{chosen TG}) / Reach(\%)(\text{medium})(\text{TG All})$$

## TOTAL:

**Total RU(number)** – a number of visitors (real users) from the respective target group of all measured medium

**Total RU(%)** – structure of visitors, i.e. information on the total Reach profile for all measured medium

Information on the visitors profile of all measured medium – in the form of proportional spreading of Internet users (according to Reach) among individual target groups

$$RU(\%) = RU(\text{number})(\text{all medium})(\text{chosen TG}) / RU(\text{number})(\text{all medium})(\text{TG All}) * 100$$

**Total PV(number)** – number of page views generated on all measured medium by users from a respective target group

**Total PV(%)** – structure of visitors, i.e. information on the profile of page views in total for all measured medium

Information on the visitors profile of all measured medium – in the form of proportional spreading of Internet users (according to page views) among individual target groups.

$$PV(\%) = PV(\text{number})(\text{all medium})(\text{chosen TG}) / PV(\text{number})(\text{all media})(\text{TG All}) * 100$$

## Question on IT knowledge

**Basic** – persons, which declare basic computer and Internet knowledge (e.g. writing basic text, saving files, electronic mail, surfing websites, etc)

**Above standard** – persons, which declare above standard computer and Internet knowledge (e.g. using mathematical functions in a table calculator, creating graphical presentations, work with search engines, databases on the users level, etc.)

**Professional** – IT professionals (e.g. administrators or coders)

## ABCDE classification

ABCDE classification enables evaluation of social and economical status of an individual in the society. Usually it is calculated for the head of a household. Considering the particularity of Internet questioning a method of direct calculation for individual respondents has been adopted. The methodological committee has been working on the ABCDE classification update with representatives of the research agencies, media agencies and public professionals resulting in the suggestion of the scale A,B,C1,C2,D,E1,E2,E3. This scale corresponds with the international standard accredited by ESOMAR and also the algorithm of the individual's categorization corresponds with the international customs. ABCDE classification divides household individuals into social categories based on economical status (economically active x inactive individual). For economically active it then divides entrepreneur and employee. The place at work then serves to further differentiation (including possible number of subordinates for managing positions). The education of the examined person has the influence on the final categorization for all aroused classes. Based on the ESOMAR standards for economically inactive people we do not proceed according to their last employment but the level of the economic strength measured through the household facilities. The education influence is present here as well. Owing to the fact that the international procedure corresponds to the European levels, the social structure of the Czech population comes out worse than it used to for the current ABCD classification. Nevertheless this structure enables us to conduct comparisons within Europe. Still the committee has decided that for using it within the Czech Republic, the scale will be adjusted to take into account the specifics of the Czech Republic. This adjusted scale results from the European standard by shifting one or two classes up or down based on the subsistence index of the examined person's household.

A – The group with the highest social status in the society given by a very prestigious employment and highest income at the same time.

B – The group with outstanding income, usually higher management and the group of higher specialists with minimum secondary education.

C1, C2 – The group with average living standard and average income, e.g. small businessmen, self employees, technicians, officers and lower specialists.

D – The group with average and slightly below-average living standard, e.g. qualified manual workers.

E1, E2, E3 – The group characterised with below-average living standard predominantly with inactive individuals, i.e. unemployed, retired or not qualified workers.

### Questions on the economic activity and employment:

These questions (18, 19, 20, 21 a 22) have been used (apart the others) mainly to set up the ABCDE classification. Based on the respondent's answer to question 8 (Economic activity), he/she is then questioned by a group of specific questions. Question 8 is hence used a filter to put further questions. Thus not each respondent is asked the above mentioned five questions. Therefore for the opportunity of target groups creation within the whole population the segmentation of single answers to this question is supplemented with the group of respondents that haven't been asked this question. So for instance at question 20 "Business activities" this group is called "Respondent is not a businessman".