

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

November 2013

Basic information	
The size of Internet population in the Czech Republic	6 800 613
Number of respondents	
Medium	N = 13 000
Total (for all measured media)	N = 13 000
RU(number)	6 644 199
Reach(%)	97.70
PV(number) (from Czech visitors)	8 496 205 048
PV(number) (from all visitors)	9 120 167 886
GRP (%)	124 932.93

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

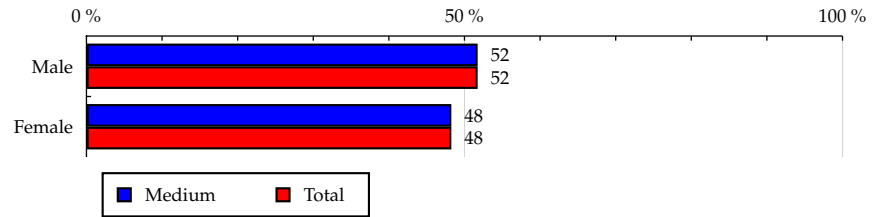
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.74	3 437 881	97.70	54.55	4 634 709 386	131 712.24	100.00	51.74	3 437 881	54.55	4 634 709 386
Female	48.26	3 206 317	97.70	45.45	3 861 495 662	117 664.01	100.00	48.26	3 206 317	45.45	3 861 495 662

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

Chart 1: Sex by RU(%)



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

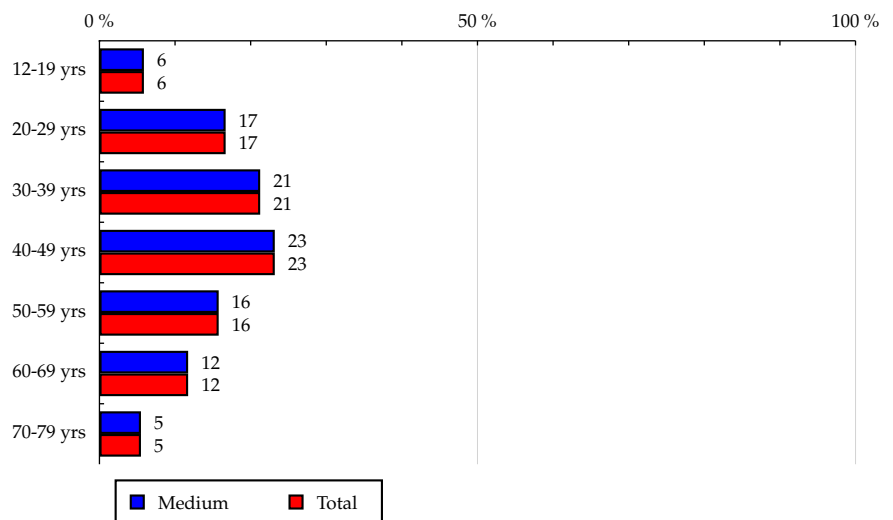
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	5.88	390 719	97.70	3.61	307 124 187	76 796.90	100.00	5.88	390 719	3.61	307 124 187
20-29 yrs	16.69	1 108 830	97.70	17.53	1 489 423 377	131 234.39	100.00	16.69	1 108 830	17.53	1 489 423 377
30-39 yrs	21.26	1 412 356	97.70	21.10	1 792 424 022	123 991.21	100.00	21.26	1 412 356	21.10	1 792 424 022
40-49 yrs	23.19	1 540 810	97.70	22.64	1 923 232 496	121 948.65	100.00	23.19	1 540 810	22.64	1 923 232 496
50-59 yrs	15.77	1 047 733	97.70	16.66	1 415 276 177	131 972.91	100.00	15.77	1 047 733	16.66	1 415 276 177
60-69 yrs	11.73	779 248	97.70	12.75	1 083 033 785	135 787.82	100.00	11.73	779 248	12.75	1 083 033 785
70-79 yrs	5.49	364 499	97.70	5.72	485 691 005	130 183.96	100.00	5.49	364 499	5.72	485 691 005

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

Chart 2: Age by RU(%)



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

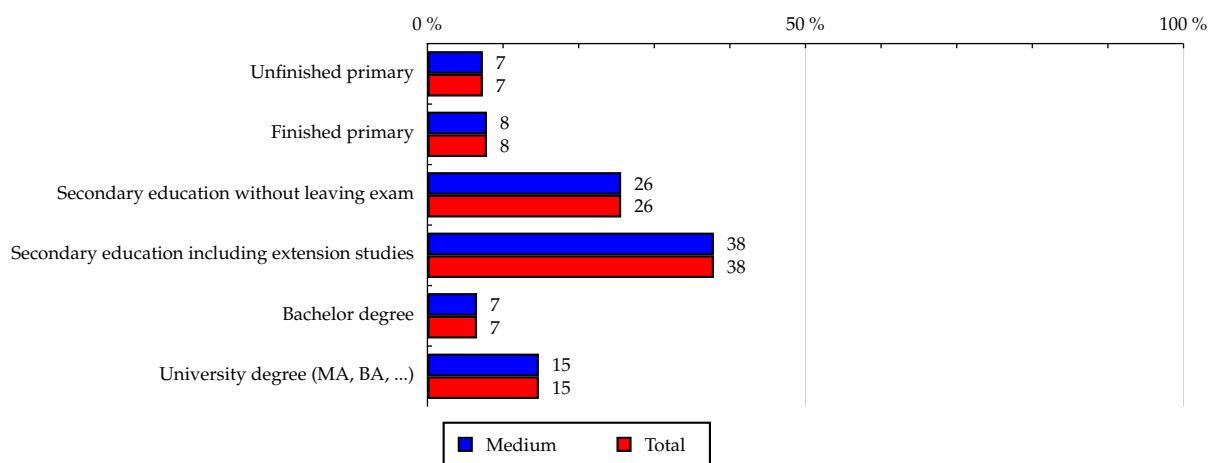
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.33	486 692	97.70	4.87	413 480 908	83 003.32	100.00	7.33	486 692	4.87	413 480 908
Finished primary	7.87	522 711	97.70	8.25	700 589 408	130 947.19	100.00	7.87	522 711	8.25	700 589 408
Secondary education without leaving exam	25.62	1 702 025	97.70	29.76	2 528 072 721	145 116.91	100.00	25.62	1 702 025	29.76	2 528 072 721
Secondary education including extension studies	37.89	2 517 393	97.70	38.63	3 282 504 976	127 393.98	100.00	37.89	2 517 393	38.63	3 282 504 976
Bachelor degree	6.56	435 885	97.70	5.83	494 955 606	110 940.10	100.00	6.56	435 885	5.83	494 955 606
University degree (MA, BA, ...)	14.74	979 490	97.70	12.67	1 076 601 429	107 386.35	100.00	14.74	979 490	12.67	1 076 601 429

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

Chart 3: Highest Education by RU(%)



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

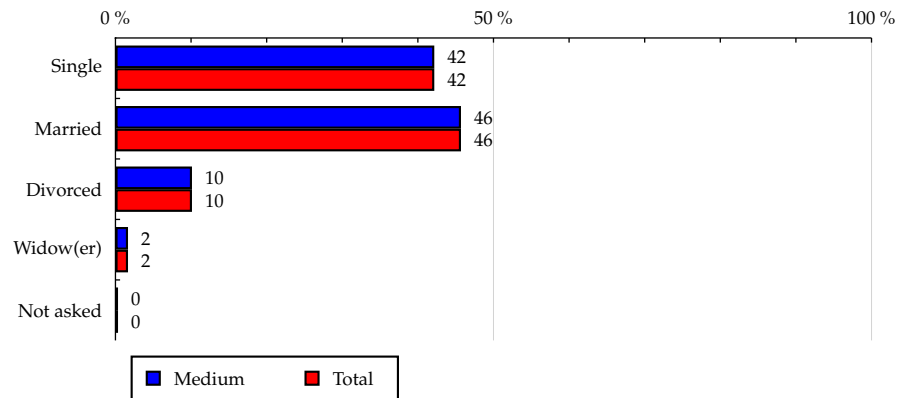
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	42.17	2 802 110	97.70	42.38	3 600 802 134	125 547.64	100.00	42.17	2 802 110	42.38	3 600 802 134
Married	45.70	3 036 442	97.70	45.55	3 870 006 591	124 520.62	100.00	45.70	3 036 442	45.55	3 870 006 591
Divorced	10.12	672 534	97.70	9.92	843 016 773	122 466.19	100.00	10.12	672 534	9.92	843 016 773
Widow(er)	1.66	110 501	97.70	1.79	152 104 148	134 482.70	100.00	1.66	110 501	1.79	152 104 148
Not asked	0.34	22 610	97.70	0.36	30 275 402	130 822.47	100.00	0.34	22 610	0.36	30 275 402

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

Chart 4: Marital Status by RU(%)



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

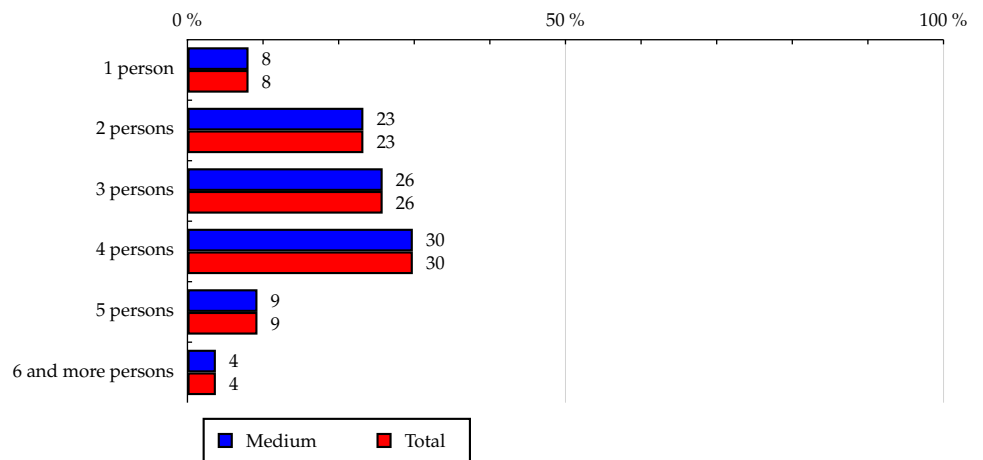
TOTAL

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	8.08	537 162	97.70	9.29	789 017 429	143 507.69	100.00	8.08	537 162	9.29	789 017 429
2 persons	23.27	1 546 293	97.70	23.61	2 005 977 336	126 744.40	100.00	23.27	1 546 293	23.61	2 005 977 336
3 persons	25.82	1 715 285	97.70	27.10	2 302 313 743	131 136.20	100.00	25.82	1 715 285	27.10	2 302 313 743
4 persons	29.81	1 980 588	97.70	27.37	2 325 806 701	114 729.20	100.00	29.81	1 980 588	27.37	2 325 806 701
5 persons	9.26	615 114	97.70	8.60	730 441 160	116 017.51	100.00	9.26	615 114	8.60	730 441 160
6 and more persons	3.76	249 754	97.70	4.03	342 648 679	134 038.95	100.00	3.76	249 754	4.03	342 648 679

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

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



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

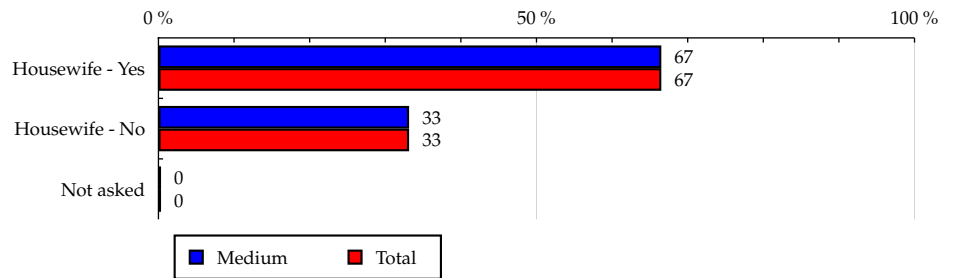
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	66.51	4 418 835	97.70	65.99	5 606 707 128	123 963.73	100.00	66.51	4 418 835	65.99	5 606 707 128
Housewife - No	33.15	2 202 753	97.70	33.65	2 859 222 517	126 816.75	100.00	33.15	2 202 753	33.65	2 859 222 517
Not asked	0.34	22 610	97.70	0.36	30 275 402	130 822.47	100.00	0.34	22 610	0.36	30 275 402

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

Chart 6: Housewife by RU(%)



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

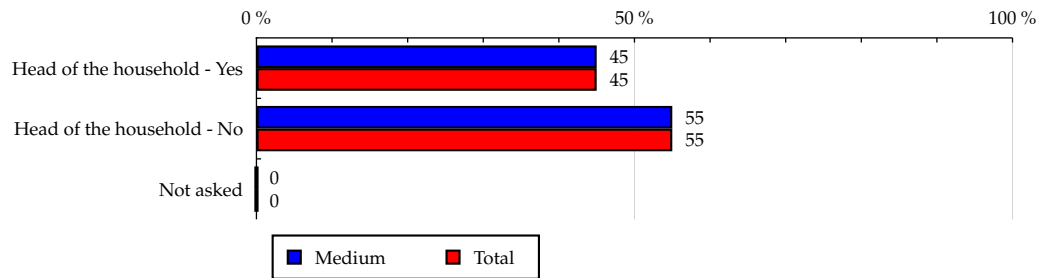
TOTAL

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	45.00	2 989 661	97.70	45.90	3 899 958 106	127 447.86	100.00	45.00	2 989 661	45.90	3 899 958 106
Head of the household - No	55.00	3 654 537	97.70	54.10	4 596 246 942	122 875.55	100.00	55.00	3 654 537	54.10	4 596 246 942
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

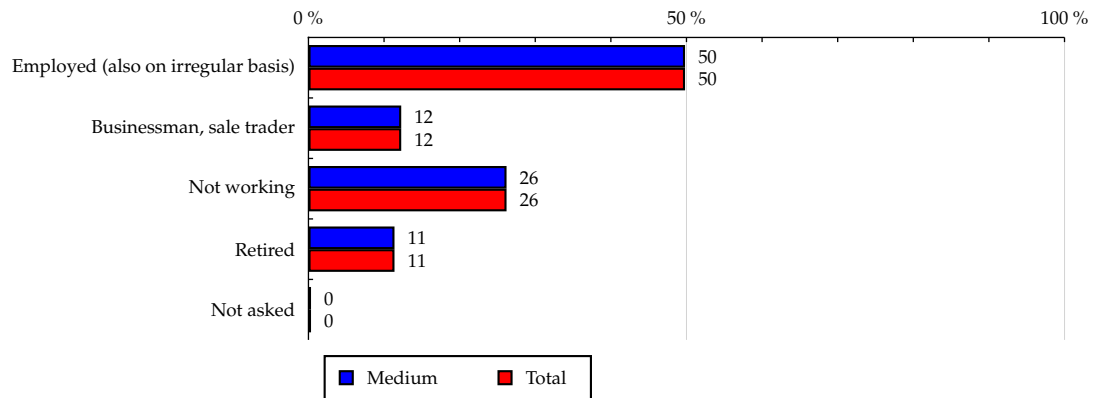
TOTAL

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)	49.81	3 309 452	97.70	48.42	4 114 089 832	121 454.09	100.00	49.81	3 309 452	48.42	4 114 089 832
Businessman, sale trader	12.27	815 507	97.70	11.06	940 072 879	112 623.21	100.00	12.27	815 507	11.06	940 072 879
Not working	26.20	1 740 617	97.70	27.31	2 320 096 398	130 225.88	100.00	26.20	1 740 617	27.31	2 320 096 398
Retired	11.38	756 010	97.70	12.85	1 091 670 536	141 077.60	100.00	11.38	756 010	12.85	1 091 670 536
Not asked	0.34	22 610	97.70	0.36	30 275 402	130 822.47	100.00	0.34	22 610	0.36	30 275 402

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

Chart 8: Economic Activity by RU(%)



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

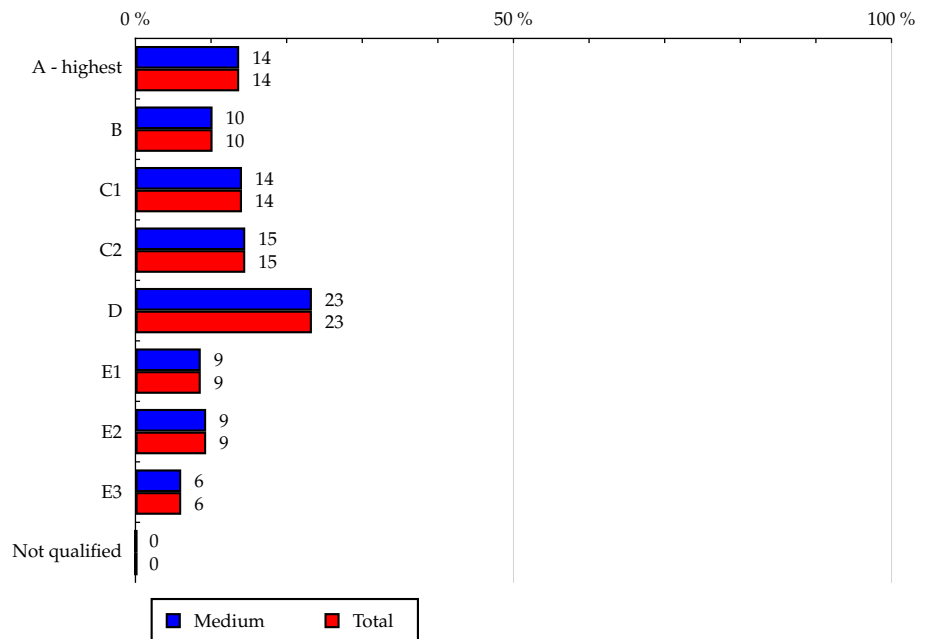
TOTAL

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	13.72	911 829	97.70	12.78	1 085 732 350	116 333.25	100.00	13.72	911 829	12.78	1 085 732 350
B	10.20	677 476	97.70	10.66	905 285 465	130 552.75	100.00	10.20	677 476	10.66	905 285 465
C1	14.09	936 219	97.70	13.71	1 165 027 403	121 577.41	100.00	14.09	936 219	13.71	1 165 027 403
C2	14.52	964 844	97.70	15.29	1 299 368 462	131 573.88	100.00	14.52	964 844	15.29	1 299 368 462
D	23.34	1 551 002	97.70	21.95	1 865 184 449	117 490.77	100.00	23.34	1 551 002	21.95	1 865 184 449
E1	8.64	573 978	97.70	9.68	822 825 315	140 057.55	100.00	8.64	573 978	9.68	822 825 315
E2	9.35	620 968	97.70	8.95	760 581 760	119 666.09	100.00	9.35	620 968	8.95	760 581 760
E3	6.05	401 962	97.70	6.91	587 201 287	142 723.61	100.00	6.05	401 962	6.91	587 201 287
Not qualified	0.09	5 917	97.70	0.06	4 998 556	82 533.55	100.00	0.09	5 917	0.06	4 998 556

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

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



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

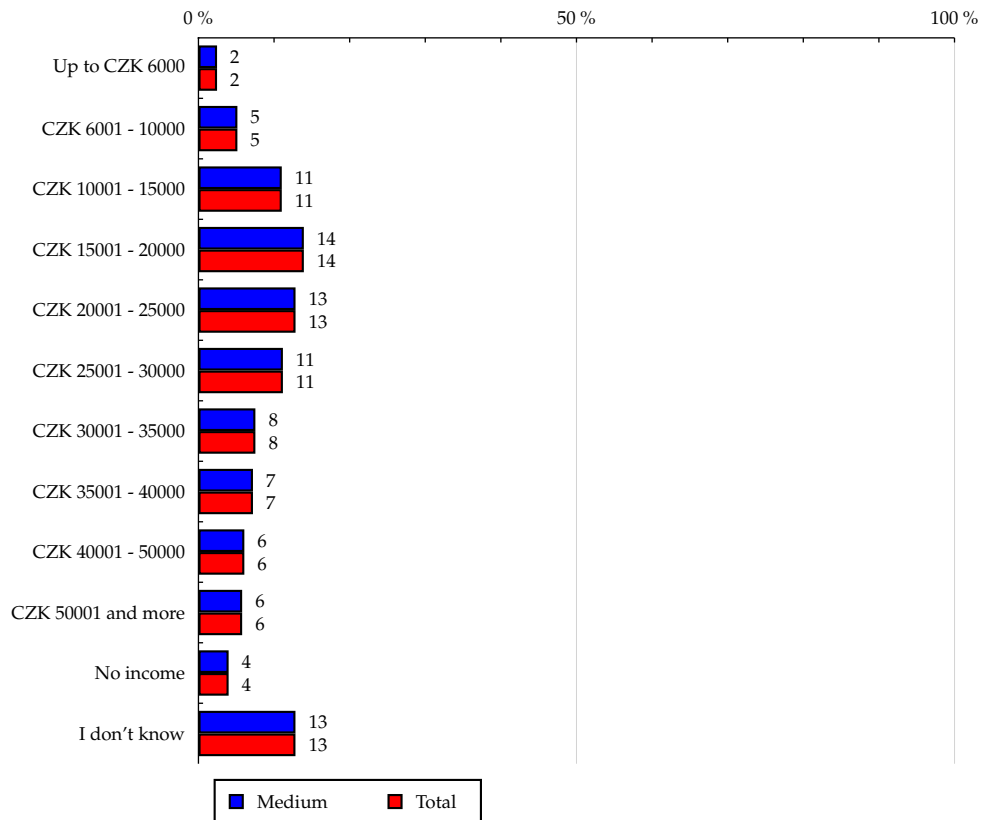
TOTAL

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	2.46	163 464	97.70	2.51	213 575 619	127 650.45	100.00	2.46	163 464	2.51	213 575 619
CZK 6001 - 10000	5.15	342 016	97.70	5.18	440 297 110	125 774.75	100.00	5.15	342 016	5.18	440 297 110
CZK 10001 - 15000	11.02	732 519	97.70	11.87	1 008 104 174	134 456.13	100.00	11.02	732 519	11.87	1 008 104 174
CZK 15001 - 20000	13.94	926 356	97.70	13.45	1 142 469 166	120 492.69	100.00	13.94	926 356	13.45	1 142 469 166
CZK 20001 - 25000	12.84	852 883	97.70	13.58	1 153 872 451	132 179.07	100.00	12.84	852 883	13.58	1 153 872 451
CZK 25001 - 30000	11.17	741 939	97.70	13.18	1 119 428 222	147 408.34	100.00	11.17	741 939	13.18	1 119 428 222
CZK 30001 - 35000	7.53	500 625	97.70	6.67	566 431 638	110 542.48	100.00	7.53	500 625	6.67	566 431 638
CZK 35001 - 40000	7.21	478 982	97.70	6.58	559 171 480	114 056.58	100.00	7.21	478 982	6.58	559 171 480
CZK 40001 - 50000	6.07	403 448	97.70	5.44	462 184 007	111 923.45	100.00	6.07	403 448	5.44	462 184 007
CZK 50001 and more	5.78	384 152	97.70	5.36	455 272 882	115 787.68	100.00	5.78	384 152	5.36	455 272 882
No income	3.99	265 409	97.70	3.98	337 773 097	124 337.82	100.00	3.99	265 409	3.98	337 773 097
I don't know	12.83	852 399	97.70	12.21	1 037 625 202	118 930.15	100.00	12.83	852 399	12.21	1 037 625 202

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

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



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

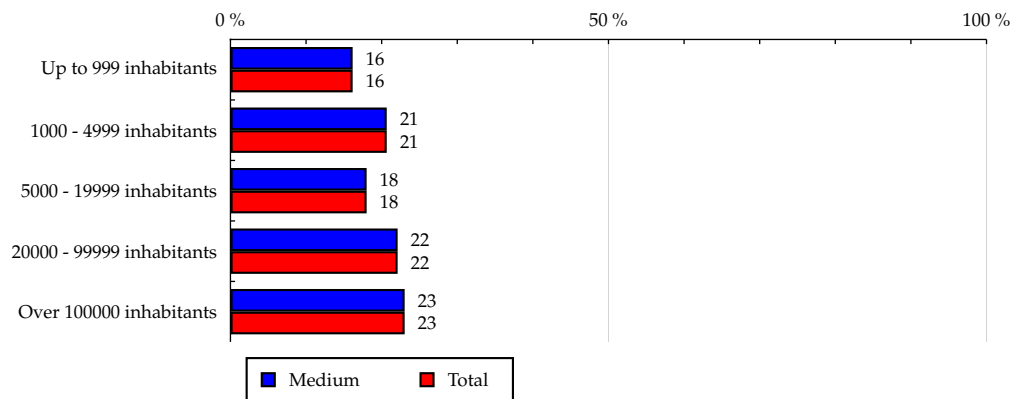
TOTAL

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	16.16	1 074 033	97.70	15.19	1 290 416 378	117 383.43	100.00	16.16	1 074 033	15.19	1 290 416 378
1000 - 4999 inhabitants	20.67	1 373 205	97.70	19.78	1 680 433 793	119 558.48	100.00	20.67	1 373 205	19.78	1 680 433 793
5000 - 19999 inhabitants	18.01	1 196 574	97.70	18.66	1 585 082 963	129 421.56	100.00	18.01	1 196 574	18.66	1 585 082 963
20000 - 99999 inhabitants	22.11	1 469 315	97.70	21.97	1 866 799 324	124 130.15	100.00	22.11	1 469 315	21.97	1 866 799 324
Over 100000 inhabitants	23.04	1 531 070	97.70	24.40	2 073 472 589	132 311.55	100.00	23.04	1 531 070	24.40	2 073 472 589

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

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



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

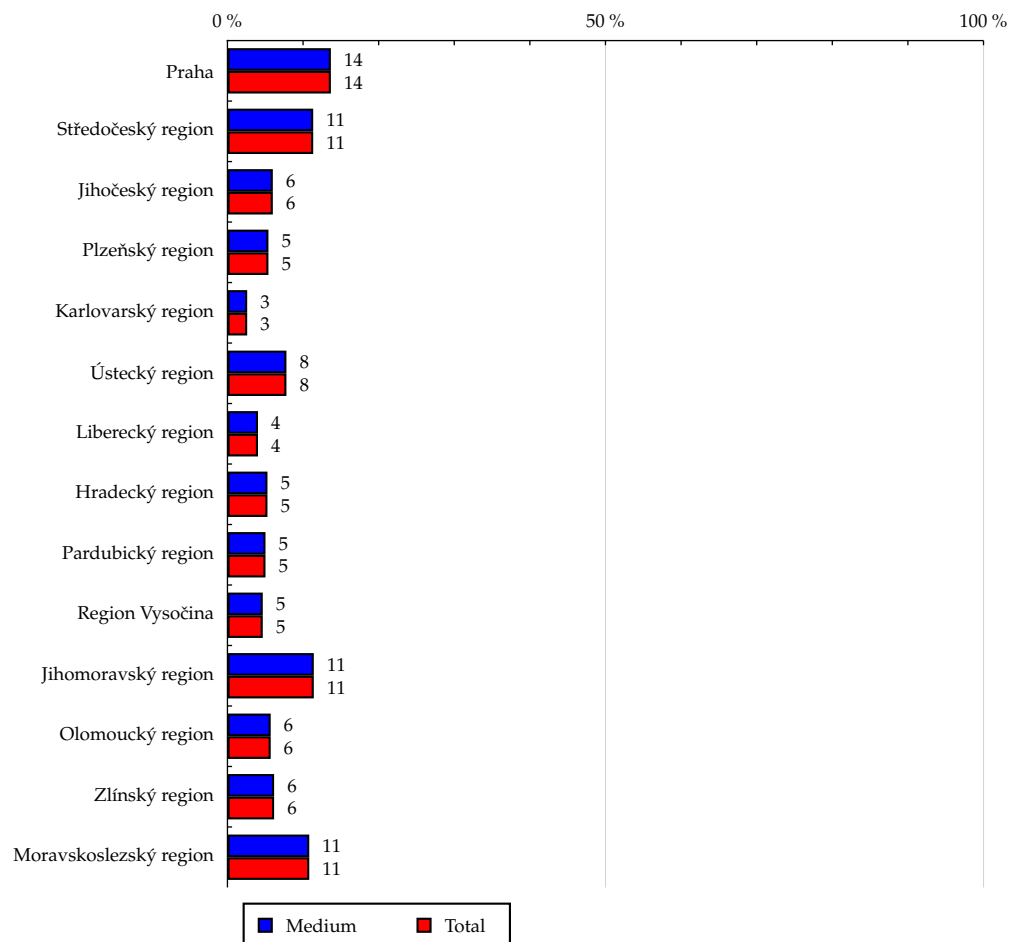
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.68	908 667	97.70	15.16	1 288 060 952	138 492.42	100.00	13.68	908 667	15.16	1 288 060 952
Středočeský region	11.34	753 169	97.70	10.85	921 729 187	119 565.25	100.00	11.34	753 169	10.85	921 729 187
Jihočeský region	6.00	398 714	97.70	5.66	480 622 831	117 770.70	100.00	6.00	398 714	5.66	480 622 831
Plzeňský region	5.42	359 982	97.70	5.46	463 836 509	125 886.03	100.00	5.42	359 982	5.46	463 836 509
Karlovarský region	2.61	173 319	97.70	2.40	204 086 051	115 042.89	100.00	2.61	173 319	2.40	204 086 051
Ústecký region	7.80	518 180	97.70	7.64	649 418 484	122 444.22	100.00	7.80	518 180	7.64	649 418 484
Liberecký region	4.04	268 621	97.70	3.99	338 799 314	123 224.28	100.00	4.04	268 621	3.99	338 799 314
Hradecký region	5.29	351 424	97.70	5.42	460 862 463	128 125.09	100.00	5.29	351 424	5.42	460 862 463
Pardubický region	5.03	333 927	97.70	5.22	443 655 873	129 804.17	100.00	5.03	333 927	5.22	443 655 873
Region Vysočina	4.67	310 318	97.70	4.56	387 517 943	122 005.49	100.00	4.67	310 318	4.56	387 517 943
Jihomoravský region	11.42	758 837	97.70	10.55	896 258 552	115 392.85	100.00	11.42	758 837	10.55	896 258 552
Olomoucký region	5.72	379 915	97.70	5.97	506 860 687	130 345.55	100.00	5.72	379 915	5.97	506 860 687
Zlínský region	6.17	410 201	97.70	6.34	538 706 113	128 306.65	100.00	6.17	410 201	6.34	538 706 113
Moravskoslezský region	10.82	718 918	97.70	10.78	915 790 091	124 454.63	100.00	10.82	718 918	10.78	915 790 091

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

Chart 12: Region by RU(%)



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

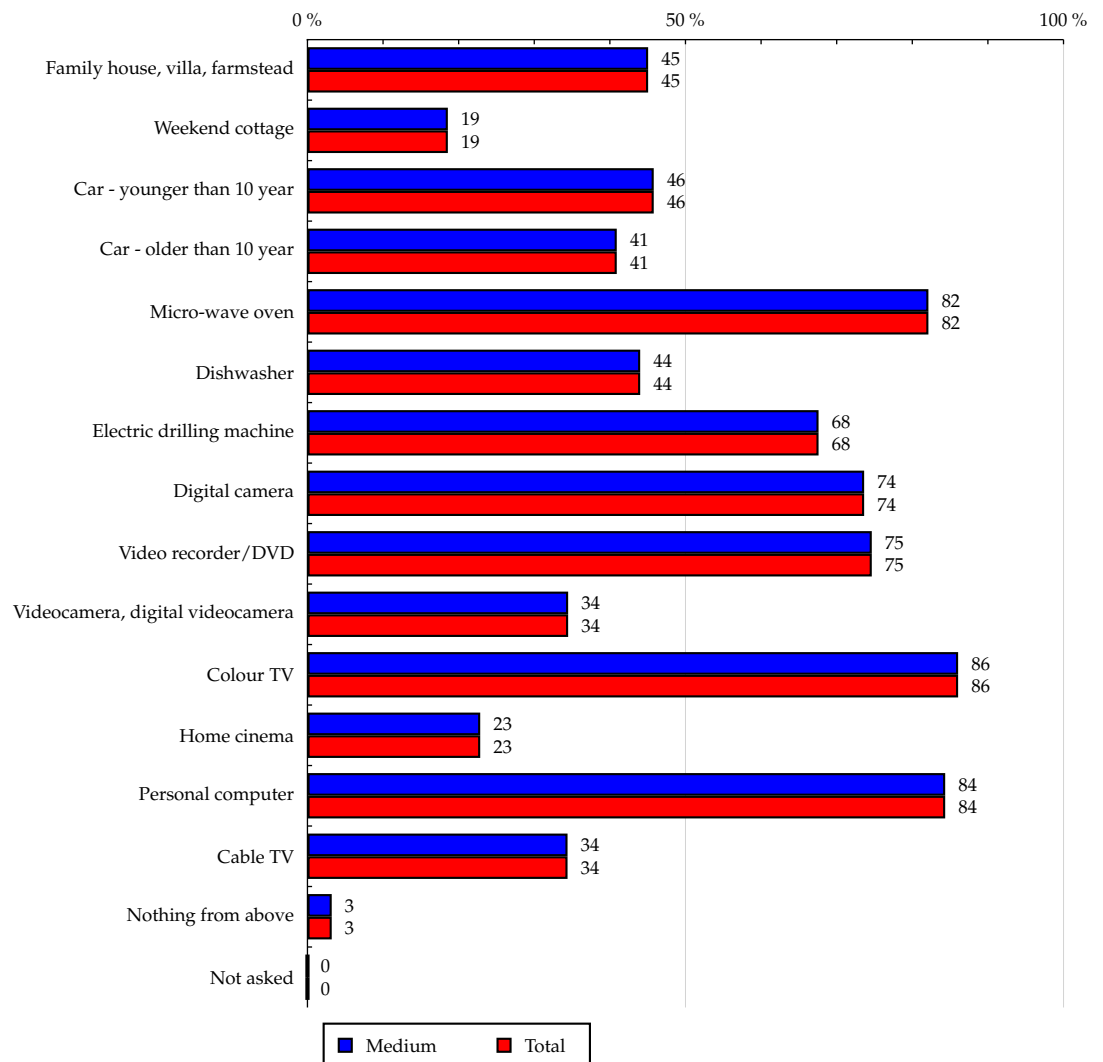
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.06	2 994 107	97.70	42.25	3 589 747 150	117 136.18	100.00	45.06	2 994 107	42.25	3 589 747 150
Weekend cottage	18.57	1 233 854	97.70	17.59	1 494 492 536	118 338.01	100.00	18.57	1 233 854	17.59	1 494 492 536
Car - younger than 10 year	45.80	3 043 017	97.70	43.24	3 673 553 800	117 944.16	100.00	45.80	3 043 017	43.24	3 673 553 800
Car - older than 10 year	40.91	2 718 407	97.70	41.43	3 520 056 439	126 511.38	100.00	40.91	2 718 407	41.43	3 520 056 439
Micro-wave oven	82.13	5 456 923	97.70	79.91	6 789 316 600	121 554.99	100.00	82.13	5 456 923	79.91	6 789 316 600
Dishwasher	44.01	2 923 907	97.70	39.76	3 377 904 257	112 869.93	100.00	44.01	2 923 907	39.76	3 377 904 257
Electric drilling machine	67.60	4 491 552	97.70	66.51	5 650 441 685	122 908.10	100.00	67.60	4 491 552	66.51	5 650 441 685
Digital camera	73.63	4 892 399	97.70	72.40	6 151 303 206	122 840.00	100.00	73.63	4 892 399	72.40	6 151 303 206
Video recorder/DVD	74.64	4 959 095	97.70	73.80	6 270 518 600	123 536.59	100.00	74.64	4 959 095	73.80	6 270 518 600
Videocamera, digital videocamera	34.48	2 291 141	97.70	32.30	2 744 490 761	117 031.96	100.00	34.48	2 291 141	32.30	2 744 490 761
Colour TV	86.06	5 718 178	97.70	85.83	7 292 039 598	124 590.78	100.00	86.06	5 718 178	85.83	7 292 039 598
Home cinema	22.85	1 518 270	97.70	21.13	1 795 305 678	115 527.11	100.00	22.85	1 518 270	21.13	1 795 305 678
Personal computer	84.35	5 604 436	97.70	83.97	7 134 066 867	124 365.46	100.00	84.35	5 604 436	83.97	7 134 066 867
Cable TV	34.40	2 285 827	97.70	32.49	2 760 387 265	117 983.45	100.00	34.40	2 285 827	32.49	2 760 387 265
Nothing from above	3.21	213 095	97.70	4.15	352 335 766	161 539.17	100.00	3.21	213 095	4.15	352 335 766
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

Chart 13: Facilities by RU(%)



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

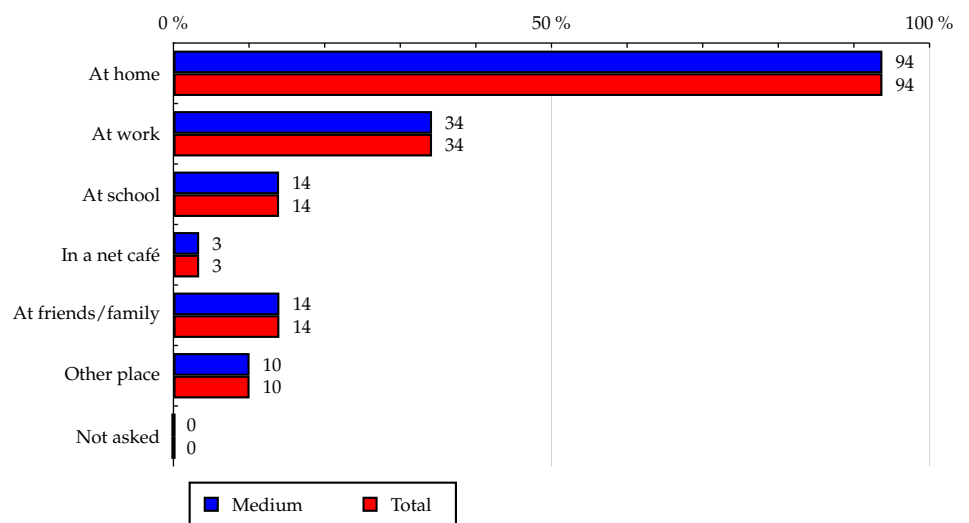
TOTAL

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	93.77	6 230 056	97.70	94.92	8 064 536 207	126 468.39	100.00	93.77	6 230 056	94.92	8 064 536 207
At work	34.20	2 272 107	97.70	30.13	2 560 264 192	110 090.65	100.00	34.20	2 272 107	30.13	2 560 264 192
At school	13.97	927 917	97.70	11.86	1 007 700 238	106 100.30	100.00	13.97	927 917	11.86	1 007 700 238
In a net café	3.40	226 032	97.70	3.06	259 714 060	112 258.48	100.00	3.40	226 032	3.06	259 714 060
At friends/family	14.01	930 970	97.70	12.82	1 089 606 167	114 347.94	100.00	14.01	930 970	12.82	1 089 606 167
Other place	10.07	669 019	97.70	8.70	739 369 747	107 973.61	100.00	10.07	669 019	8.70	739 369 747
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

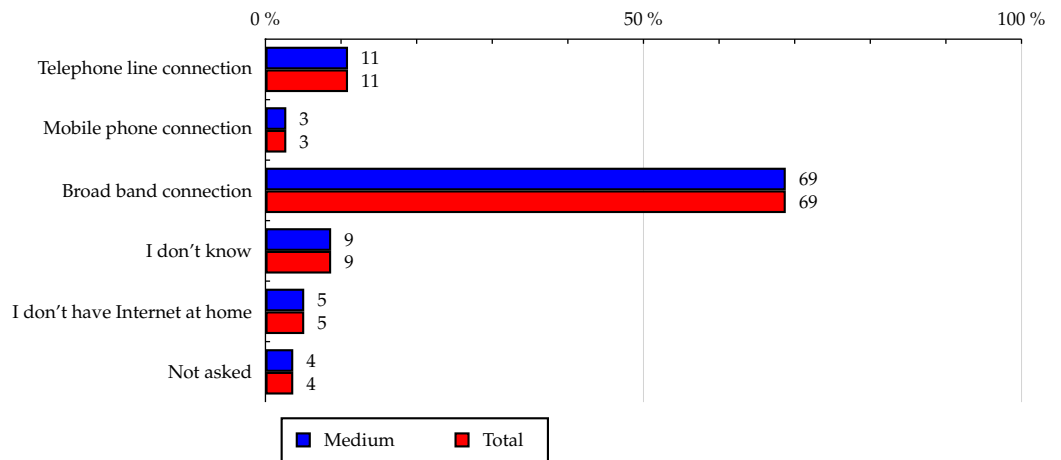
TOTAL

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	10.92	725 443	97.70	11.31	960 750 206	129 390.16	100.00	10.92	725 443	11.31	960 750 206
Mobile phone connection	2.76	183 231	97.70	3.09	262 452 915	139 940.98	100.00	2.76	183 231	3.09	262 452 915
Broad band connection	68.82	4 572 746	97.70	71.42	6 067 766 759	129 642.17	100.00	68.82	4 572 746	71.42	6 067 766 759
I don't know	8.69	577 617	97.70	7.48	635 345 521	107 464.26	100.00	8.69	577 617	7.48	635 345 521
I don't have Internet at home	5.13	340 520	97.70	4.29	364 542 448	104 592.20	100.00	5.13	340 520	4.29	364 542 448
Not asked	3.68	244 638	97.70	2.42	205 347 199	82 008.59	100.00	3.68	244 638	2.42	205 347 199

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

Chart 15: Connection from Home by RU(%)



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

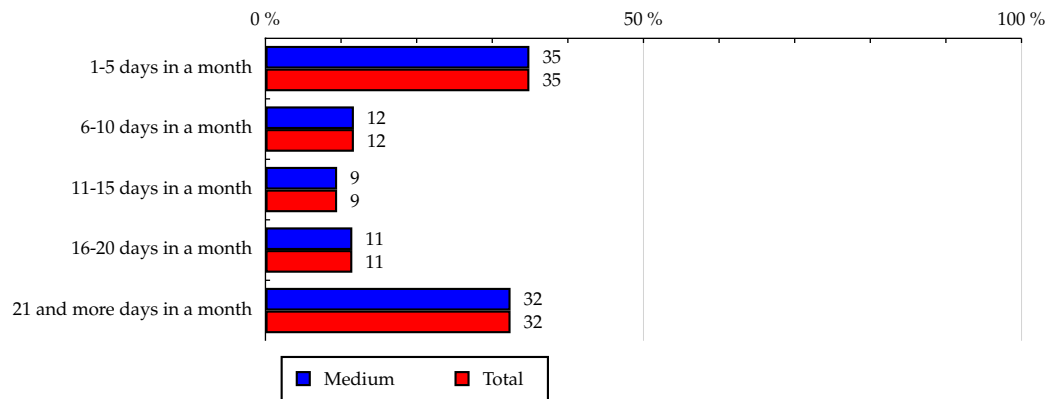
TOTAL

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	34.91	2 319 471	97.70	21.46	1 823 583 715	76 812.37	100.00	34.91	2 319 471	21.46	1 823 583 715
6-10 days in a month	11.70	777 591	97.70	2.65	225 258 318	28 302.44	100.00	11.70	777 591	2.65	225 258 318
11-15 days in a month	9.48	630 186	97.70	4.16	353 085 147	54 740.02	100.00	9.48	630 186	4.16	353 085 147
16-20 days in a month	11.49	763 223	97.70	9.54	810 705 566	103 778.15	100.00	11.49	763 223	9.54	810 705 566
21 and more days in a month	32.42	2 153 725	97.70	62.19	5 283 572 302	239 680.04	100.00	32.42	2 153 725	62.19	5 283 572 302

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

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



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

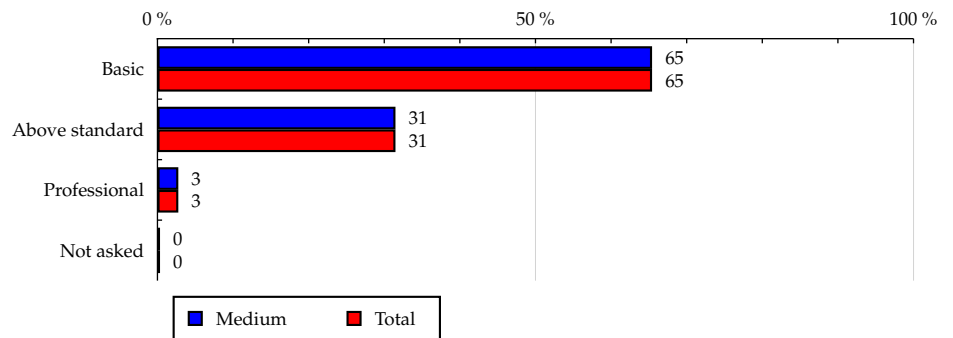
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	65.42	4 346 430	97.70	66.50	5 649 744 069	126 996.15	100.00	65.42	4 346 430	66.50	5 649 744 069
Above standard	31.48	2 091 810	97.70	30.25	2 569 999 097	120 034.25	100.00	31.48	2 091 810	30.25	2 569 999 097
Professional	2.76	183 347	97.70	2.90	246 186 480	131 184.94	100.00	2.76	183 347	2.90	246 186 480
Not asked	0.34	22 610	97.70	0.36	30 275 402	130 822.47	100.00	0.34	22 610	0.36	30 275 402

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

Chart 17: IT Knowledge by RU(%)



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

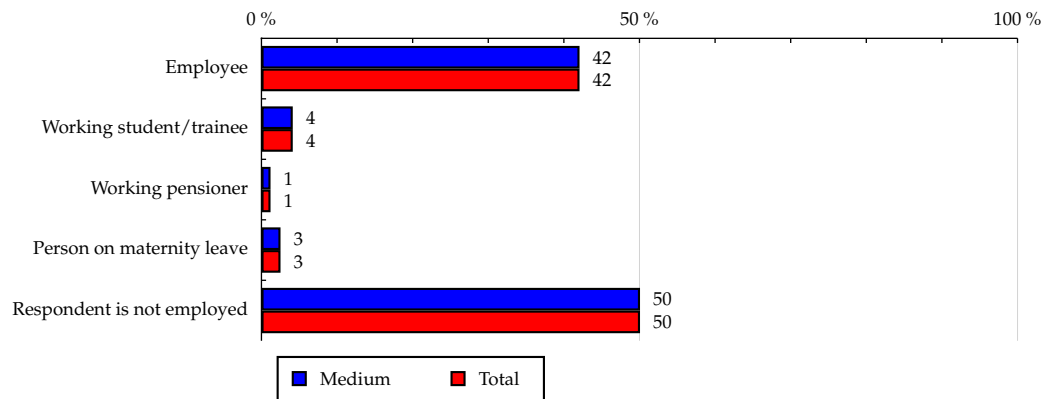
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	42.07	2 795 531	97.70	41.28	3 506 884 276	122 560.82	100.00	42.07	2 795 531	41.28	3 506 884 276
Working student/trainee	4.14	274 938	97.70	3.21	272 694 995	96 902.60	100.00	4.14	274 938	3.21	272 694 995
Working pensioner	1.20	79 508	97.70	1.19	100 782 251	123 841.95	100.00	1.20	79 508	1.19	100 782 251
Person on maternity leave	2.52	167 181	97.70	2.82	239 887 232	140 188.90	100.00	2.52	167 181	2.82	239 887 232
Respondent is not employed	50.07	3 327 039	97.70	51.50	4 375 956 294	128 501.92	100.00	50.07	3 327 039	51.50	4 375 956 294

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

Chart 18: Economically Active as by RU(%)



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

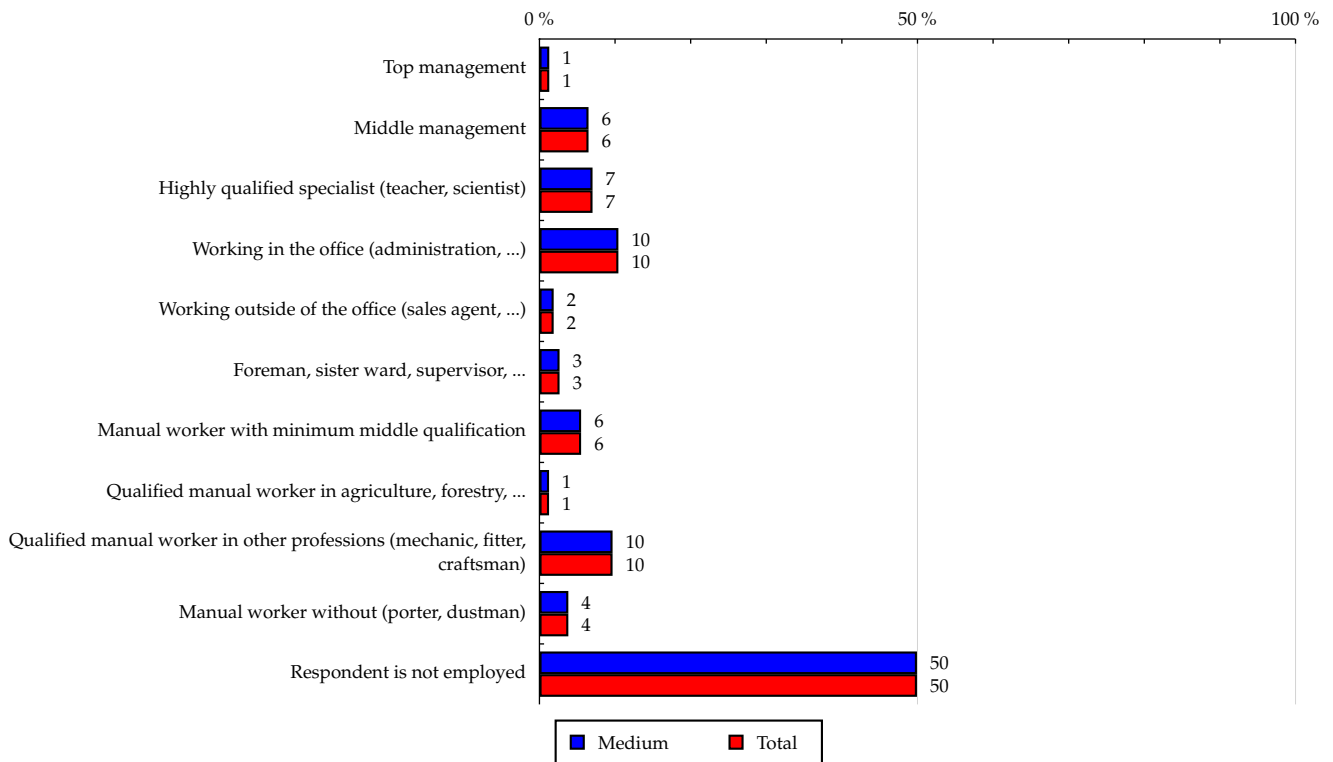
TOTAL

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	1.30	86 459	97.70	1.12	95 074 554	107 434.90	100.00	1.30	86 459	1.12	95 074 554
Middle management	6.49	431 347	97.70	6.06	515 168 821	116 685.44	100.00	6.49	431 347	6.06	515 168 821
Highly qualified specialist (teacher, scientist)	7.02	466 225	97.70	5.91	502 275 784	105 254.56	100.00	7.02	466 225	5.91	502 275 784
Working in the office (administration, ...)	10.44	693 969	97.70	9.11	773 606 259	108 911.56	100.00	10.44	693 969	9.11	773 606 259
Working outside of the office (sales agent, ...)	1.88	125 074	97.70	1.83	155 616 759	121 557.39	100.00	1.88	125 074	1.83	155 616 759
Foreman, sister ward, supervisor, ...	2.66	176 496	97.70	2.61	222 069 391	122 927.14	100.00	2.66	176 496	2.61	222 069 391
Manual worker with minimum middle qualification	5.51	366 106	97.70	5.59	474 961 358	126 749.26	100.00	5.51	366 106	5.59	474 961 358
Qualified manual worker in agriculture, forestry, ...	1.27	84 370	97.70	1.16	98 572 749	114 146.07	100.00	1.27	84 370	1.16	98 572 749
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.67	642 364	97.70	11.34	963 883 077	146 601.17	100.00	9.67	642 364	11.34	963 883 077
Manual worker without (porter, dustman)	3.82	254 125	97.70	3.90	331 659 152	127 508.41	100.00	3.82	254 125	3.90	331 659 152
Respondent is not employed	49.93	3 317 658	97.70	51.36	4 363 317 144	128 493.04	100.00	49.93	3 317 658	51.36	4 363 317 144

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

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



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

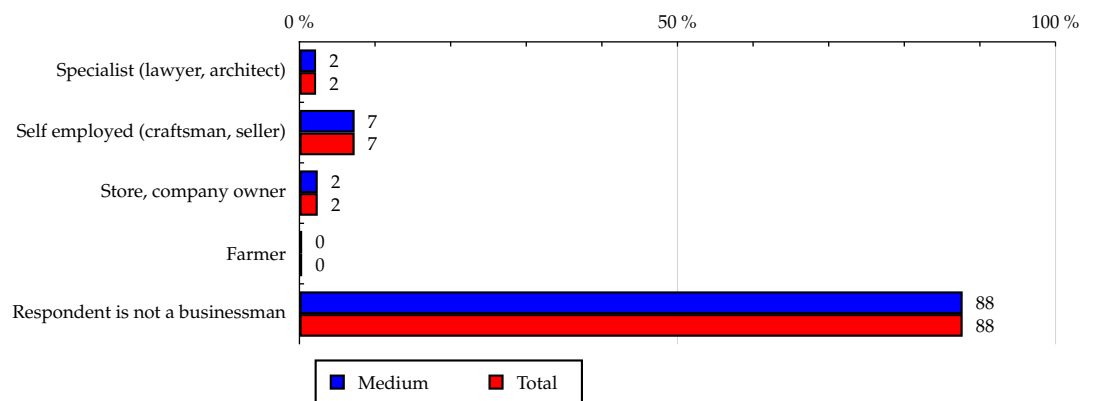
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.20	146 190	97.70	1.77	150 573 344	100 628.85	100.00	2.20	146 190	1.77	150 573 344
Self employed (craftsman, seller)	7.30	485 176	97.70	6.60	561 097 267	112 988.07	100.00	7.30	485 176	6.60	561 097 267
Store, company owner	2.42	160 810	97.70	2.43	206 316 231	125 347.07	100.00	2.42	160 810	2.43	206 316 231
Farmer	0.36	23 814	97.70	0.27	22 594 546	92 693.25	100.00	0.36	23 814	0.27	22 594 546
Respondent is not a businessman	87.72	5 828 206	97.70	88.93	7 555 623 660	126 657.23	100.00	87.72	5 828 206	88.93	7 555 623 660

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

Chart 20: Business Activities by RU(%)



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

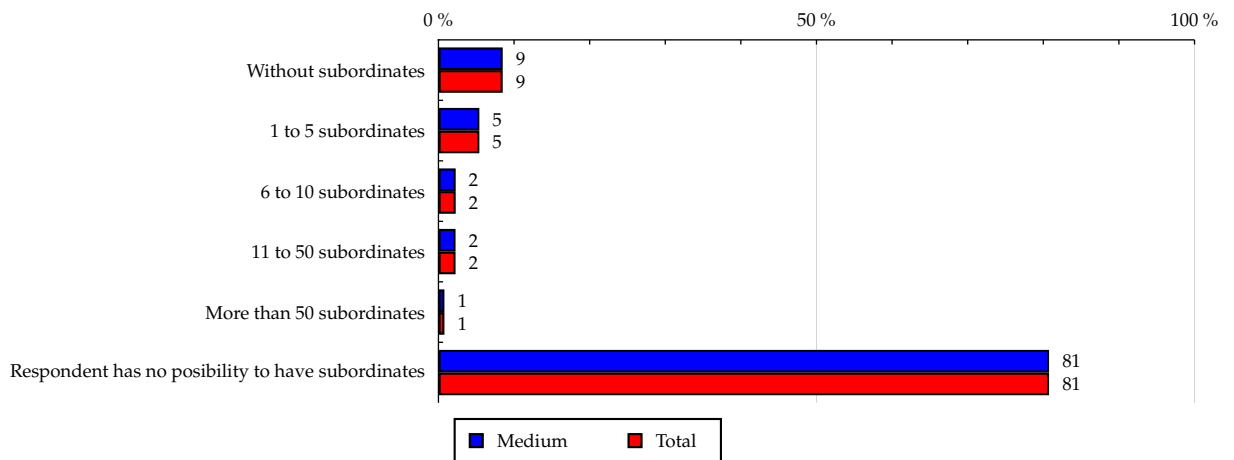
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	8.50	564 601	97.70	8.08	686 079 722	118 720.91	100.00	8.50	564 601	8.08	686 079 722
1 to 5 subordinates	5.41	359 722	97.70	5.05	429 455 416	116 639.40	100.00	5.41	359 722	5.05	429 455 416
6 to 10 subordinates	2.28	151 709	97.70	2.38	202 149 207	130 183.14	100.00	2.28	151 709	2.38	202 149 207
11 to 50 subordinates	2.26	149 913	97.70	1.66	141 455 094	92 187.74	100.00	2.26	149 913	1.66	141 455 094
More than 50 subordinates	0.79	52 324	97.70	0.76	64 200 708	119 874.15	100.00	0.79	52 324	0.76	64 200 708
Respondent has no possibility to have subordinates	80.76	5 365 927	97.70	82.07	6 972 864 901	126 958.27	100.00	80.76	5 365 927	82.07	6 972 864 901

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

Chart 21: Number of Subordinates by RU(%)



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

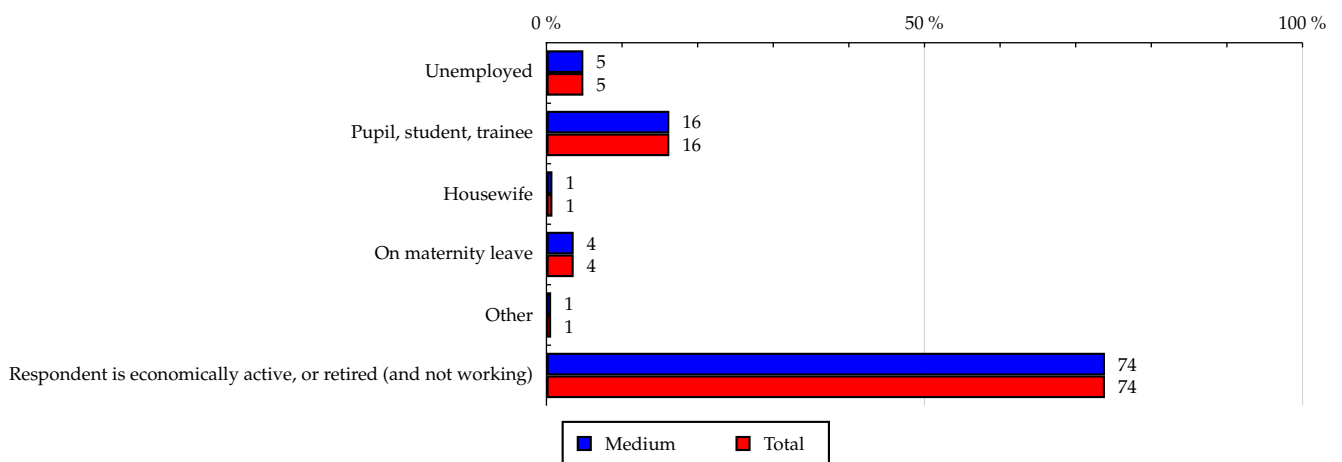
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	4.88	324 081	97.70	5.85	497 158 851	149 877.01	100.00	4.88	324 081	5.85	497 158 851
Pupil, student, trainee	16.25	1 079 870	97.70	15.72	1 335 846 580	120 859.11	100.00	16.25	1 079 870	15.72	1 335 846 580
Housewife	0.79	52 266	97.70	0.64	54 615 541	102 090.77	100.00	0.79	52 266	0.64	54 615 541
On maternity leave	3.60	238 864	97.70	3.76	319 271 905	130 588.23	100.00	3.60	238 864	3.76	319 271 905
Other	0.62	41 248	97.70	1.28	108 911 283	257 963.30	100.00	0.62	41 248	1.28	108 911 283
Respondent is economically active, or retired (and not working)	73.87	4 907 866	97.70	72.74	6 180 400 888	123 032.10	100.00	73.87	4 907 866	72.74	6 180 400 888

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

Chart 22: Economically Inactive as by RU(%)



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

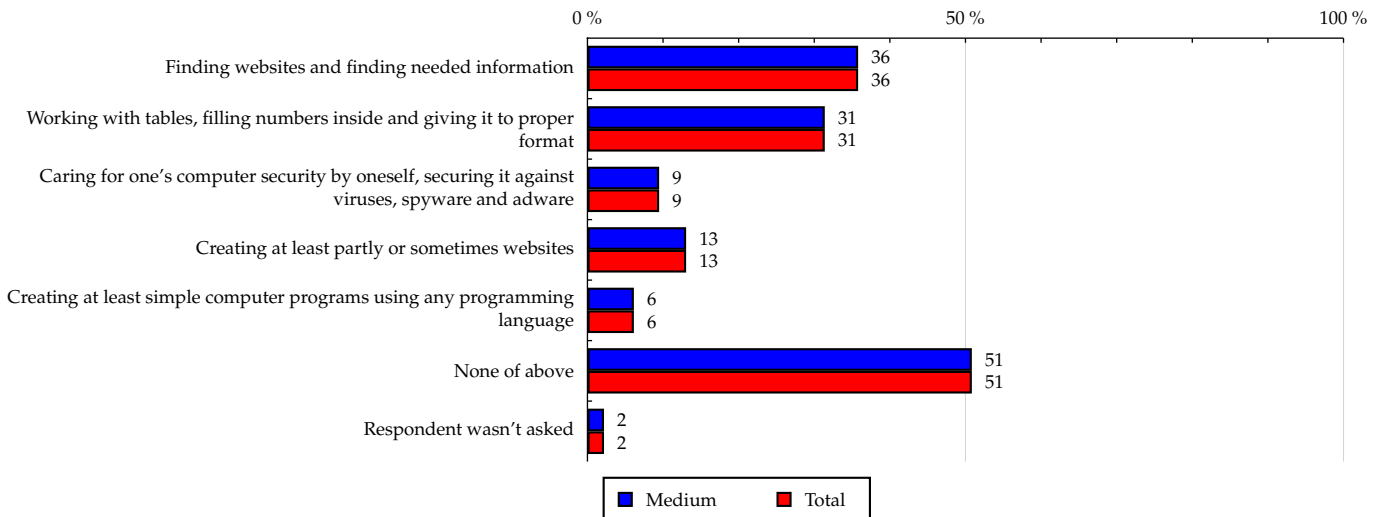
TOTAL

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	35.80	2 378 520	97.70	37.74	3 206 845 327	131 724.24	100.00	35.80	2 378 520	37.74	3 206 845 327
Working with tables, filling numbers inside and giving it to proper format	31.39	2 085 811	97.70	33.61	2 855 503 240	133 752.60	100.00	31.39	2 085 811	33.61	2 855 503 240
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	9.48	629 646	97.70	9.94	844 312 868	131 009.02	100.00	9.48	629 646	9.94	844 312 868
Creating at least partly or sometimes websites	13.05	867 036	97.70	14.26	1 211 509 283	136 516.14	100.00	13.05	867 036	14.26	1 211 509 283
Creating at least simple computer programs using any programming language	6.14	408 244	97.70	6.32	536 650 515	128 429.76	100.00	6.14	408 244	6.32	536 650 515
None of above	50.84	3 377 595	97.70	47.76	4 057 773 464	117 374.77	100.00	50.84	3 377 595	47.76	4 057 773 464
Respondent wasn't asked	2.19	145 214	97.70	2.08	176 518 087	118 761.21	100.00	2.19	145 214	2.08	176 518 087

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

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



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

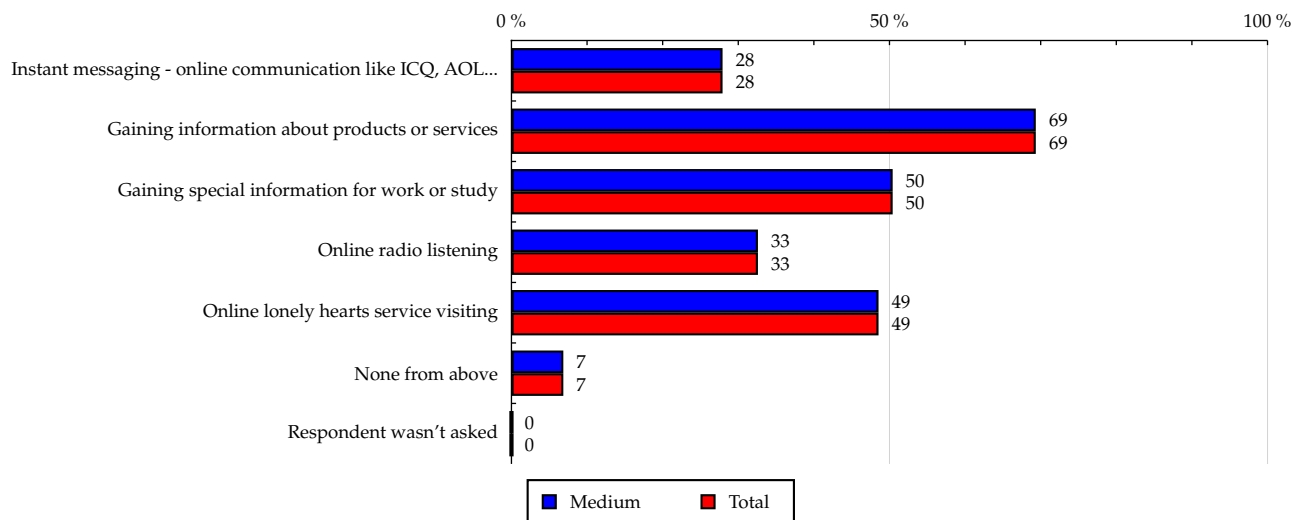
TOTAL

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...	27.92	1 855 054	97.70	25.72	2 185 195 721	115 087.52	100.00	27.92	1 855 054	25.72	2 185 195 721
Gaining information about products or services	69.35	4 607 815	97.70	70.13	5 958 547 520	126 339.71	100.00	69.35	4 607 815	70.13	5 958 547 520
Gaining special information for work or study	50.42	3 349 737	97.70	47.76	4 057 675 779	118 348.04	100.00	50.42	3 349 737	47.76	4 057 675 779
Online radio listening	32.60	2 165 869	97.70	33.70	2 863 597 410	129 173.77	100.00	32.60	2 165 869	33.70	2 863 597 410
Online lonely hearts service visiting	48.55	3 225 866	97.70	52.71	4 478 759 420	135 645.65	100.00	48.55	3 225 866	52.71	4 478 759 420
None from above	6.86	455 721	97.70	6.37	541 256 583	116 037.35	100.00	6.86	455 721	6.37	541 256 583
Respondent wasn't asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

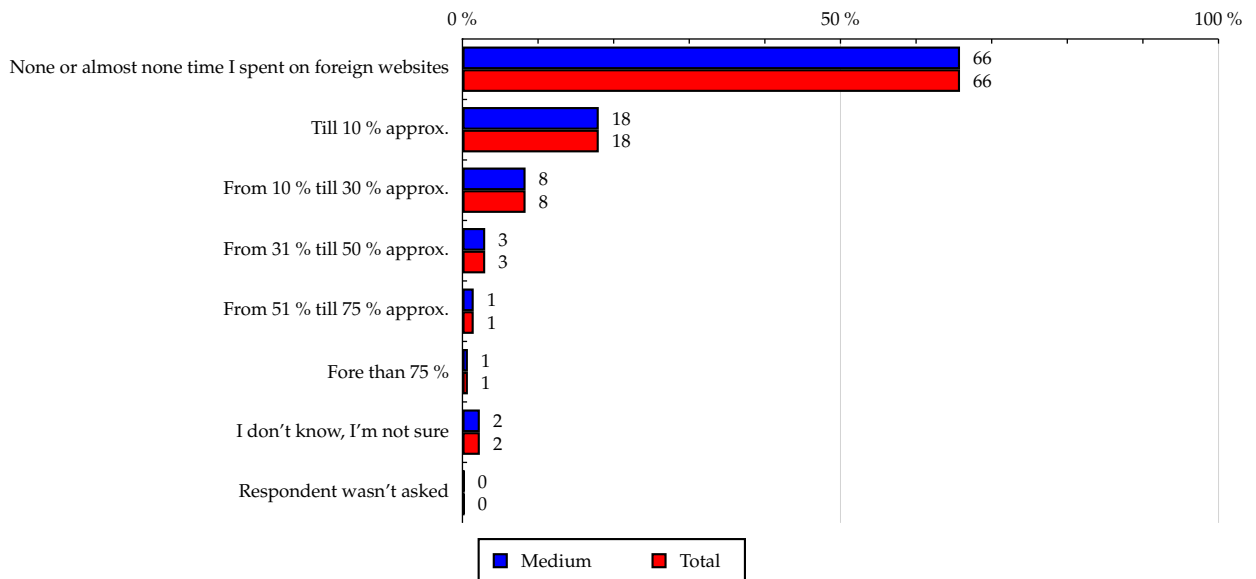
TOTAL

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	65.81	4 372 816	97.70	66.28	5 631 433 328	125 820.75	100.00	65.81	4 372 816	66.28	5 631 433 328
Till 10 % approx.	18.03	1 198 142	97.70	18.17	1 543 988 817	125 901.29	100.00	18.03	1 198 142	18.17	1 543 988 817
From 10 % till 30 % approx.	8.35	554 592	97.70	9.38	797 180 535	140 435.66	100.00	8.35	554 592	9.38	797 180 535
From 31 % till 50 % approx.	3.01	199 822	97.70	2.63	223 493 569	109 273.77	100.00	3.01	199 822	2.63	223 493 569
From 51 % till 75 % approx.	1.49	98 922	97.70	1.00	84 559 584	83 514.98	100.00	1.49	98 922	1.00	84 559 584
Fore than 75 %	0.72	47 755	97.70	0.67	56 875 951	116 358.42	100.00	0.72	47 755	0.67	56 875 951
I don't know, I'm not sure	2.30	153 135	97.70	1.66	141 212 222	90 092.74	100.00	2.30	153 135	1.66	141 212 222
Respondent wasn't asked	0.29	19 011	97.70	0.21	17 461 042	89 730.83	100.00	0.29	19 011	0.21	17 461 042

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

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, November 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

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

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

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

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".