

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

December 2013

Basic information	
The size of Internet population in the Czech Republic	6 746 564
Number of respondents	
Medium	N = 11 800
Total (for all measured media)	N = 11 800
RU(number)	6 591 393
Reach(%)	97.70
PV(number) (from Czech visitors)	8 009 650 891
PV(number) (from all visitors)	8 592 230 734
GRP (%)	118 721.93

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

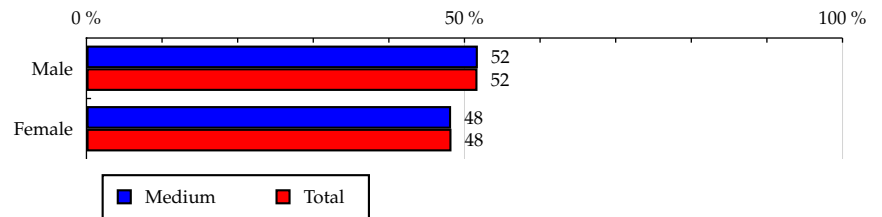
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.77	3 412 064	97.78	56.53	4 527 849 388	129 755.43	100.08	51.72	3 489 525	56.53	4 527 849 388
Female	48.23	3 179 328	97.61	43.47	3 481 801 504	106 900.85	99.91	48.28	3 257 038	43.47	3 481 801 504

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

Chart 1: Sex by RU(%)



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

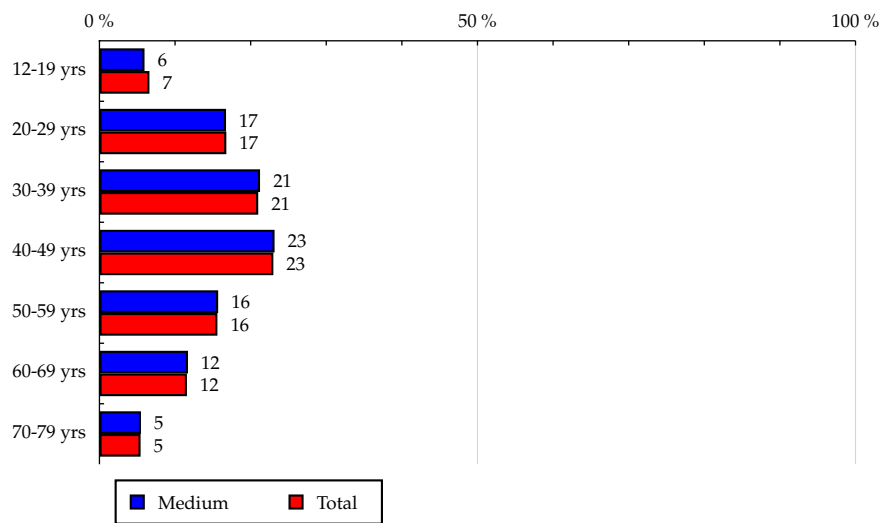
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	5.96	392 877	88.05	2.75	220 229 548	49 355.74	90.12	6.61	446 208	2.75	220 229 548
20-29 yrs	16.74	1 103 533	97.50	19.43	1 556 196 466	137 496.75	99.80	16.78	1 131 806	19.43	1 556 196 466
30-39 yrs	21.24	1 400 086	98.80	20.16	1 614 799 229	113 954.94	101.13	21.00	1 417 050	20.16	1 614 799 229
40-49 yrs	23.16	1 526 646	98.40	23.45	1 878 077 857	121 048.30	100.71	23.00	1 551 511	23.45	1 878 077 857
50-59 yrs	15.70	1 034 984	98.36	15.07	1 207 217 763	114 725.95	100.67	15.60	1 052 262	15.07	1 207 217 763
60-69 yrs	11.71	771 649	98.88	13.51	1 082 160 720	138 671.63	101.21	11.57	780 376	13.51	1 082 160 720
70-79 yrs	5.49	361 615	98.44	5.63	450 969 308	122 763.21	100.76	5.44	367 348	5.63	450 969 308

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

Chart 2: Age by RU(%)



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

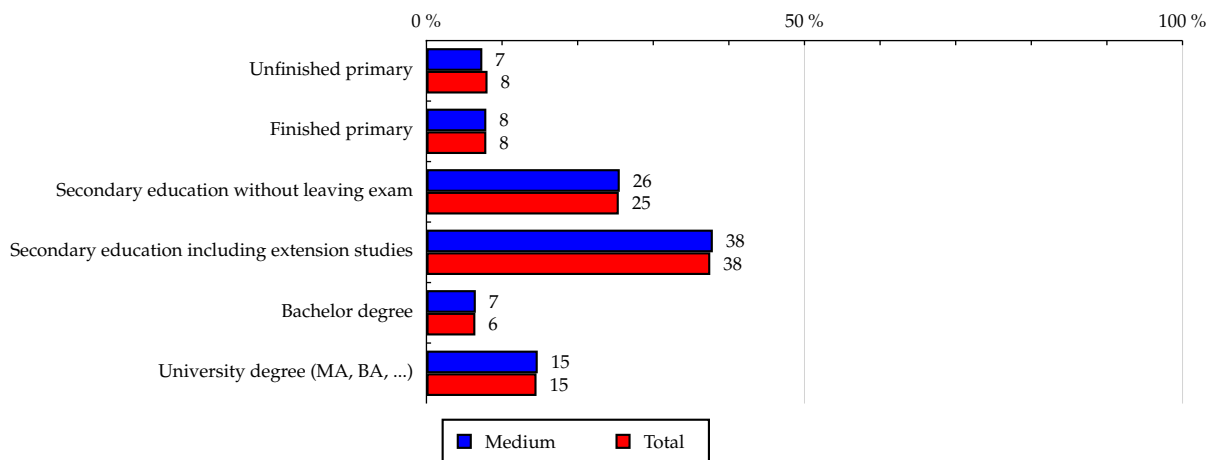
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.39	486 799	89.33	4.42	354 051 983	64 966.64	91.43	8.08	544 975	4.42	354 051 983
Finished primary	7.92	522 259	97.78	9.04	724 249 520	135 597.93	100.08	7.92	534 115	9.04	724 249 520
Secondary education without leaving exam	25.57	1 685 291	98.18	30.74	2 462 218 885	143 442.61	100.49	25.44	1 716 518	30.74	2 462 218 885
Secondary education including extension studies	37.88	2 496 675	98.58	37.69	3 019 000 184	119 203.29	100.90	37.54	2 532 648	37.69	3 019 000 184
Bachelor degree	6.53	430 141	98.59	6.31	505 752 413	115 921.34	100.91	6.47	436 289	6.31	505 752 413
University degree (MA, BA, ...)	14.72	970 224	98.80	11.79	944 377 907	96 167.14	101.13	14.56	982 017	11.79	944 377 907

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

Chart 3: Highest Education by RU(%)



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

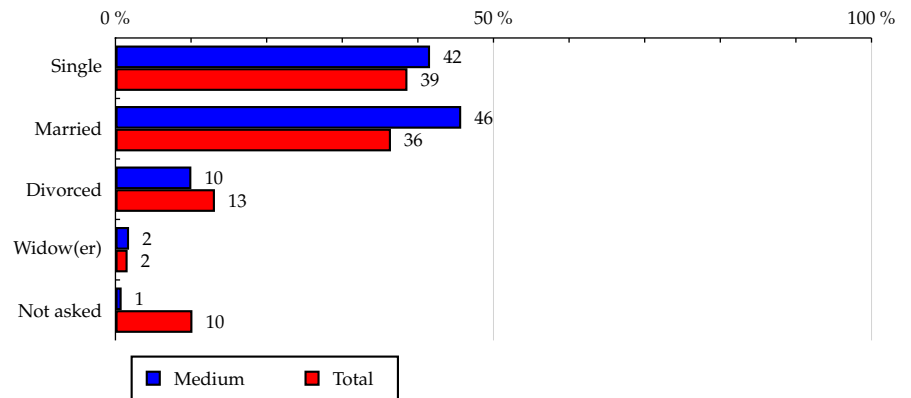
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	41.61	2 742 741	105.26	41.75	3 344 071 234	128 338.24	107.74	38.62	2 605 670	41.75	3 344 071 234
Married	45.73	3 014 342	122.62	45.61	3 653 536 459	148 627.73	125.51	36.44	2 458 179	45.61	3 653 536 459
Divorced	10.04	661 730	74.54	9.48	759 689 387	85 575.42	76.30	13.16	887 742	9.48	759 689 387
Widow(er)	1.80	118 716	109.59	1.78	142 264 662	131 332.97	112.17	1.61	108 323	1.78	142 264 662
Not asked	0.82	53 862	7.84	1.37	110 089 150	16 032.83	8.03	10.18	686 648	1.37	110 089 150

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

Chart 4: Marital Status by RU(%)



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

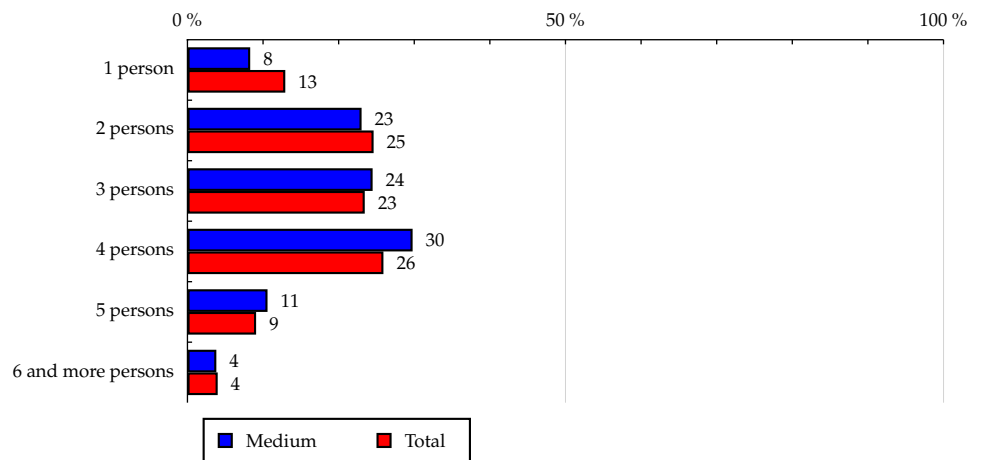
TOTAL

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	8.30	547 215	62.69	9.14	732 320 883	83 891.05	64.16	12.94	872 942	9.14	732 320 883
2 persons	23.03	1 517 796	91.39	22.48	1 800 394 065	108 408.90	93.54	24.62	1 660 743	22.48	1 800 394 065
3 persons	24.49	1 614 105	102.02	25.87	2 071 848 419	130 950.34	104.42	23.45	1 582 163	25.87	2 071 848 419
4 persons	29.78	1 962 608	112.23	28.48	2 280 888 593	130 431.11	114.87	25.92	1 748 730	28.48	2 280 888 593
5 persons	10.59	697 747	113.93	10.89	872 274 649	142 422.36	116.61	9.08	612 456	10.89	872 274 649
6 and more persons	3.82	251 918	93.47	3.15	251 924 284	93 468.93	95.67	4.00	269 527	3.15	251 924 284

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

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



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

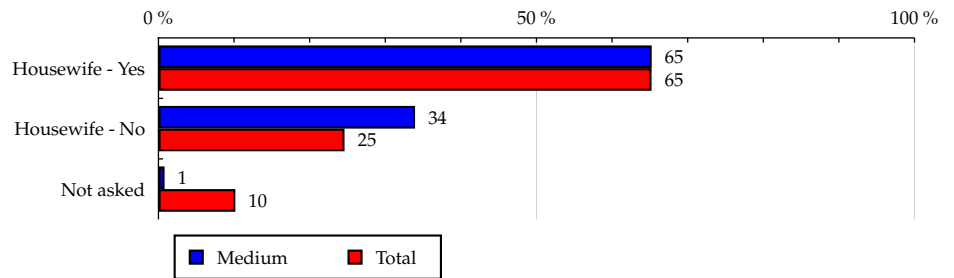
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	65.24	4 300 505	97.73	63.34	5 073 118 186	115 291.73	100.03	65.22	4 400 244	63.34	5 073 118 186
Housewife - No	33.94	2 237 201	134.75	35.29	2 826 971 018	170 274.62	137.92	24.61	1 660 242	35.29	2 826 971 018
Not asked	0.81	53 686	7.83	1.37	109 561 687	15 969.29	8.01	10.17	686 077	1.37	109 561 687

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

Chart 6: Housewife by RU(%)



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

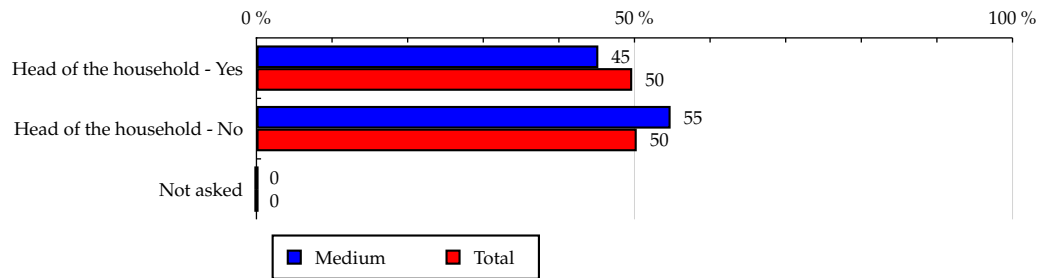
TOTAL

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	45.22	2 980 466	88.89	45.49	3 643 446 574	108 658.34	90.98	49.70	3 353 121	45.49	3 643 446 574
Head of the household - No	54.78	3 610 926	106.41	54.51	4 366 204 317	128 665.94	108.91	50.30	3 393 442	54.51	4 366 204 317
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

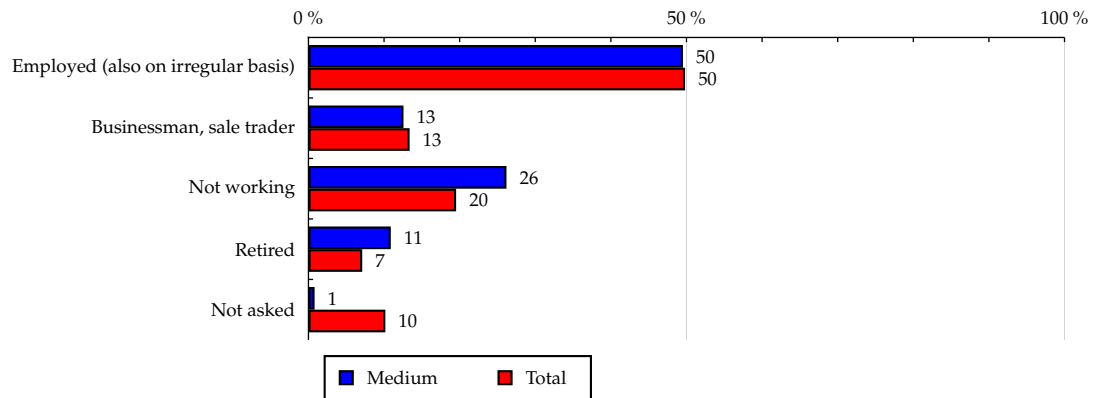
TOTAL

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)	49.53	3 264 414	97.14	48.24	3 863 931 568	114 983.33	99.43	49.81	3 360 427	48.24	3 863 931 568
Businessman, sale trader	12.57	828 827	91.85	11.82	946 362 976	104 873.49	94.01	13.38	902 385	11.82	946 362 976
Not working	26.19	1 726 525	131.03	25.90	2 074 270 752	157 420.16	134.11	19.53	1 317 665	25.90	2 074 270 752
Retired	10.89	717 938	149.57	12.68	1 015 523 909	211 563.80	153.09	7.11	480 008	12.68	1 015 523 909
Not asked	0.81	53 686	7.83	1.37	109 561 687	15 969.29	8.01	10.17	686 077	1.37	109 561 687

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

Chart 8: Economic Activity by RU(%)



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

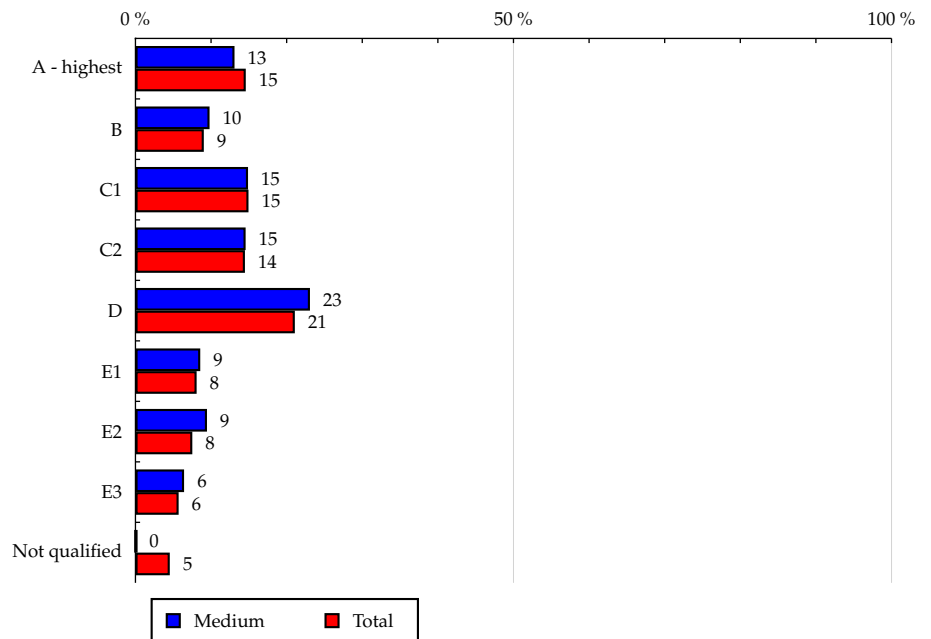
TOTAL

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	13.10	863 246	87.70	11.55	924 926 447	93 968.71	89.77	14.59	984 291	11.55	924 926 447
B	9.80	645 749	105.86	10.42	834 768 247	136 846.67	108.35	9.04	610 002	10.42	834 768 247
C1	14.89	981 626	97.35	13.63	1 091 719 575	108 270.38	99.64	14.95	1 008 327	13.63	1 091 719 575
C2	14.57	960 473	98.31	15.22	1 218 928 150	124 760.18	100.62	14.48	977 016	15.22	1 218 928 150
D	23.08	1 521 277	106.96	21.74	1 741 687 563	122 456.69	109.48	21.08	1 422 288	21.74	1 741 687 563
E1	8.57	564 828	103.51	9.82	786 802 086	144 187.18	105.95	8.09	545 681	9.82	786 802 086
E2	9.46	623 613	122.84	9.77	782 643 259	154 170.66	125.74	7.52	507 647	9.77	782 643 259
E3	6.43	423 628	110.05	7.79	623 840 967	162 059.92	112.64	5.71	384 944	7.79	623 840 967
Not qualified	0.11	6 949	2.27	0.05	4 334 597	1 414.85	2.32	4.54	306 363	0.05	4 334 597

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

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



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

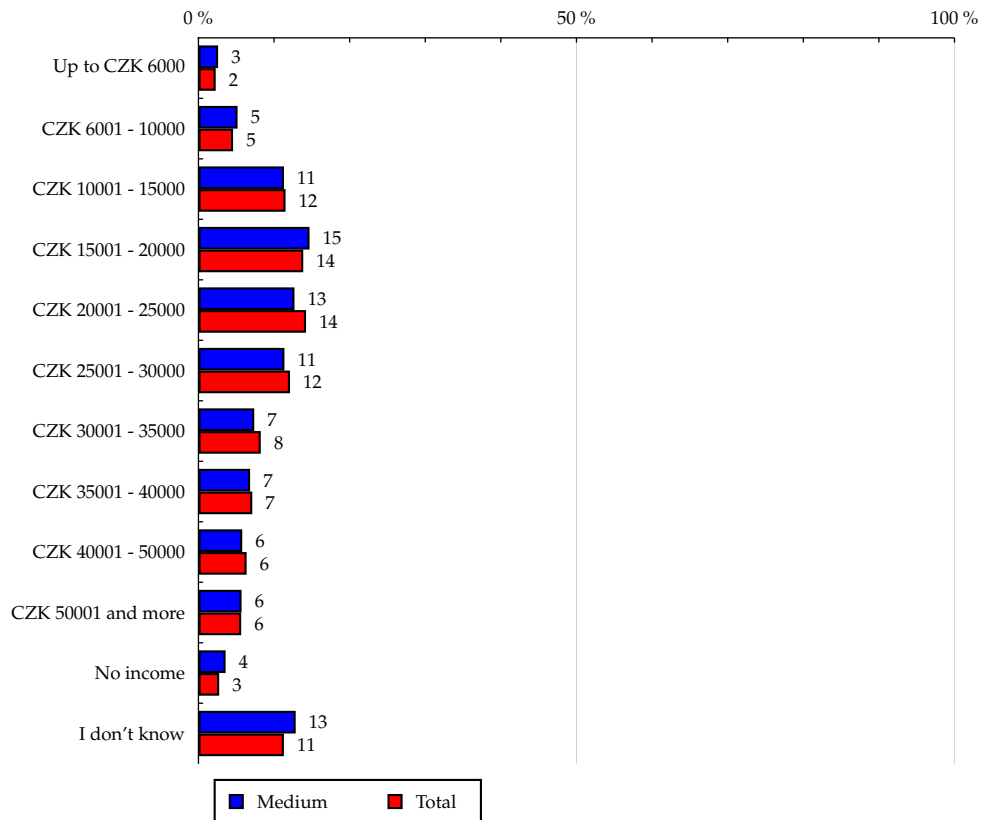
TOTAL

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	2.60	171 336	111.33	2.60	208 225 182	135 298.89	113.95	2.28	153 900	2.60	208 225 182
CZK 6001 - 10000	5.17	341 065	110.36	6.74	539 542 547	174 586.41	112.96	4.58	309 040	6.74	539 542 547
CZK 10001 - 15000	11.31	745 272	95.90	12.58	1 007 646 000	129 666.27	98.16	11.52	777 107	12.58	1 007 646 000
CZK 15001 - 20000	14.69	968 257	103.54	15.29	1 224 311 404	130 924.80	105.98	13.86	935 125	15.29	1 224 311 404
CZK 20001 - 25000	12.70	837 147	87.21	12.85	1 029 378 051	107 229.88	89.26	14.23	959 973	12.85	1 029 378 051
CZK 25001 - 30000	11.37	749 503	91.76	10.56	845 456 773	103 509.36	93.92	12.11	816 792	10.56	845 456 773
CZK 30001 - 35000	7.38	486 448	87.50	7.20	576 868 133	103 768.24	89.56	8.24	555 919	7.20	576 868 133
CZK 35001 - 40000	6.83	450 232	93.67	6.48	518 801 509	107 933.23	95.87	7.12	480 668	6.48	518 801 509
CZK 40001 - 50000	5.79	381 950	88.92	4.85	388 673 843	90 484.21	91.01	6.37	429 548	4.85	388 673 843
CZK 50001 and more	5.70	375 717	98.55	5.85	468 551 947	122 902.15	100.87	5.65	381 239	5.85	468 551 947
No income	3.59	236 635	128.04	3.58	286 981 559	155 278.85	131.05	2.74	184 816	3.58	286 981 559
I don't know	12.86	847 824	111.20	11.43	915 213 943	120 038.99	113.82	11.30	762 430	11.43	915 213 943

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

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



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

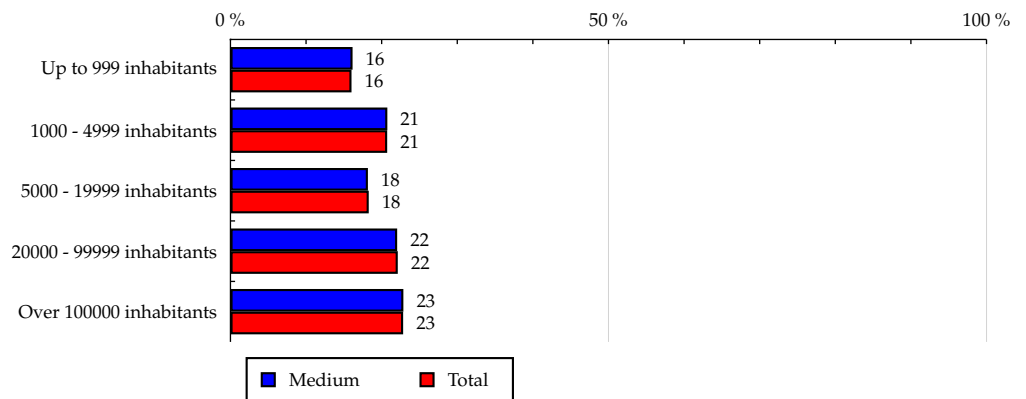
TOTAL

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	16.15	1 064 477	98.57	16.21	1 297 967 950	120 197.05	100.90	16.01	1 079 866	16.21	1 297 967 950
1000 - 4999 inhabitants	20.75	1 367 420	97.77	23.23	1 860 824 474	133 044.96	100.07	20.73	1 398 643	23.23	1 860 824 474
5000 - 19999 inhabitants	18.18	1 198 629	97.16	18.68	1 496 390 137	121 300.46	99.45	18.29	1 233 622	18.68	1 496 390 137
20000 - 99999 inhabitants	22.05	1 453 487	97.33	20.93	1 676 378 908	112 260.24	99.63	22.13	1 493 297	20.93	1 676 378 908
Over 100000 inhabitants	22.87	1 507 378	97.81	20.95	1 678 089 423	108 886.67	100.11	22.84	1 541 133	20.95	1 678 089 423

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

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



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

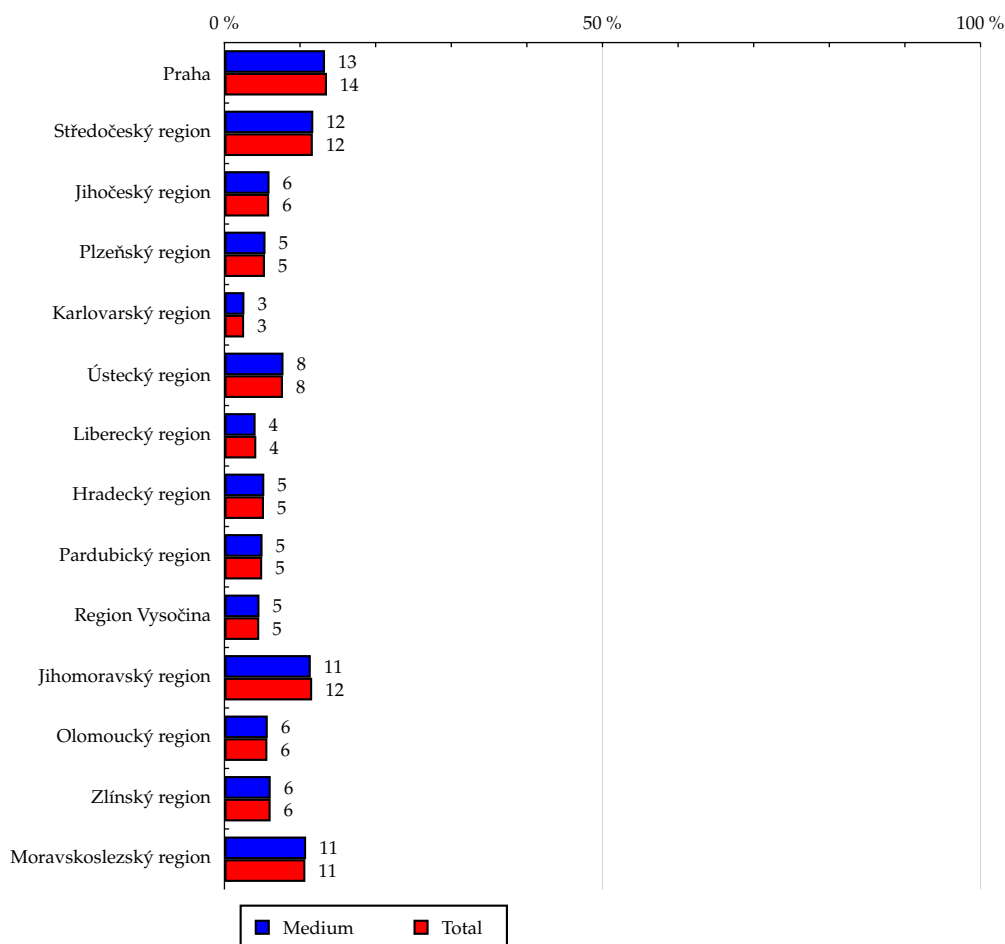
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.30	876 368	95.80	11.89	952 256 785	104 090.31	98.05	13.56	914 837	11.89	952 256 785
Středočeský region	11.75	774 229	98.17	11.78	943 281 858	119 603.62	100.48	11.69	788 673	11.78	943 281 858
Jihočeský region	5.96	392 964	98.49	5.39	432 041 268	108 283.45	100.81	5.91	398 991	5.39	432 041 268
Plzeňský region	5.43	357 713	98.85	4.79	383 747 922	106 041.44	101.17	5.36	361 884	4.79	383 747 922
Karlovarský region	2.64	174 333	99.35	1.88	150 704 177	85 881.95	101.69	2.60	175 478	1.88	150 704 177
Ústecký region	7.81	514 516	98.54	9.33	747 589 189	143 184.19	100.86	7.74	522 117	9.33	747 589 189
Liberecký region	4.12	271 817	95.72	3.97	317 618 148	111 852.55	97.98	4.21	283 961	3.97	317 618 148
Hradecký region	5.27	347 310	98.34	5.28	423 289 039	119 850.11	100.65	5.23	353 182	5.28	423 289 039
Pardubický region	5.04	331 997	98.56	6.07	486 315 683	144 369.41	100.88	4.99	336 855	6.07	486 315 683
Region Vysočina	4.63	304 936	98.17	5.47	438 220 105	141 083.41	100.48	4.60	310 610	5.47	438 220 105
Jihomoravský region	11.42	752 448	96.15	10.53	843 364 007	107 764.20	98.41	11.60	782 601	10.53	843 364 007
Olomoucký region	5.73	377 722	98.55	6.62	529 985 117	138 278.73	100.87	5.68	383 273	6.62	529 985 117
Zlínský region	6.12	403 127	97.81	6.50	520 349 174	126 252.86	100.11	6.11	412 148	6.50	520 349 174
Moravskoslezský region	10.80	711 906	98.61	10.50	840 888 421	116 474.57	100.93	10.70	721 950	10.50	840 888 421

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

Chart 12: Region by RU(%)



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

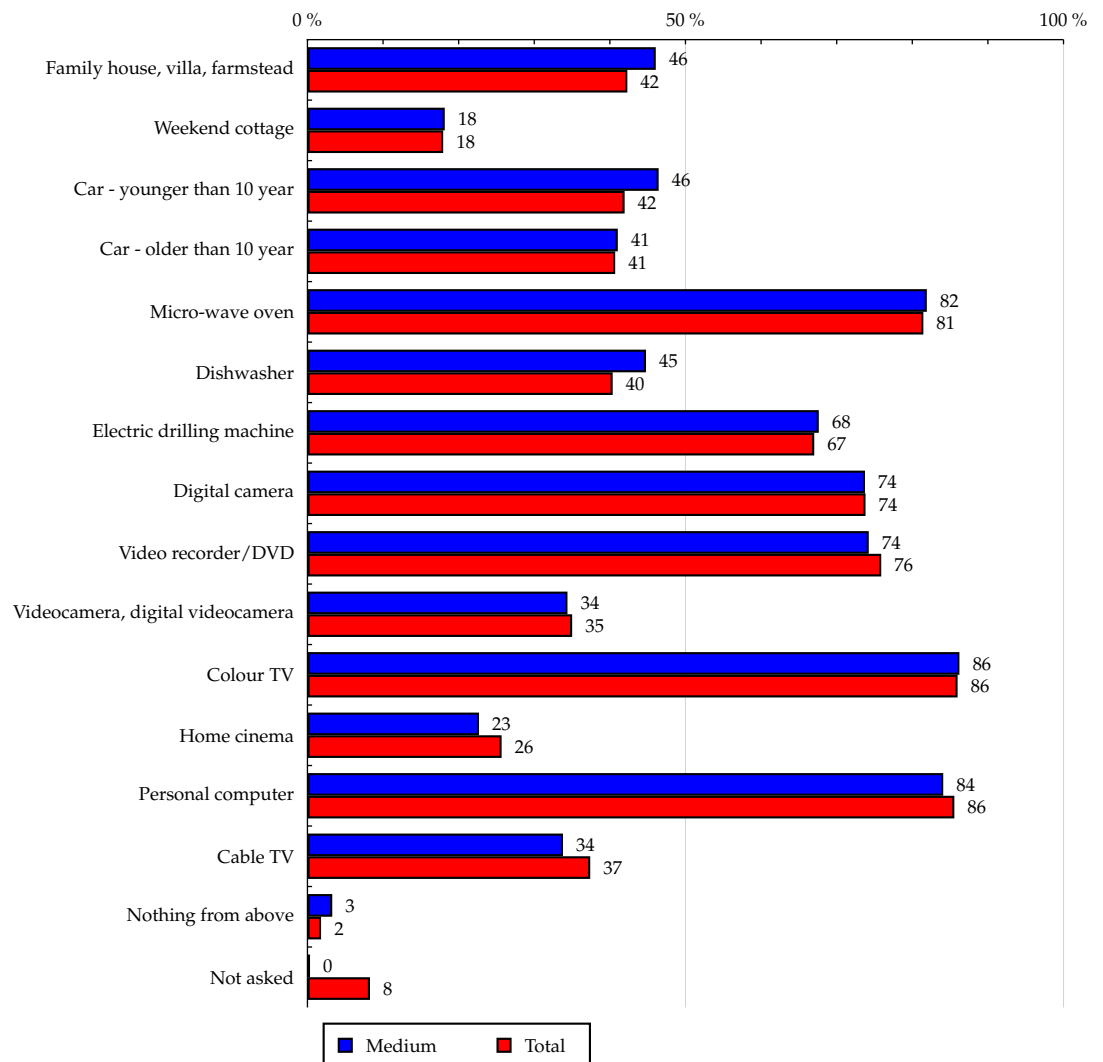
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	46.07	3 036 578	106.39	46.13	3 694 630 017	129 445.67	108.89	42.31	2 854 193	46.13	3 694 630 017
Weekend cottage	18.16	1 197 247	98.88	16.34	1 308 465 221	108 066.99	101.21	17.95	1 210 790	16.34	1 308 465 221
Car - younger than 10 year	46.45	3 061 946	108.19	43.06	3 449 098 248	121 867.99	110.74	41.95	2 830 192	43.06	3 449 098 248
Car - older than 10 year	41.05	2 706 036	98.54	43.76	3 504 648 496	127 621.89	100.86	40.70	2 746 118	43.76	3 504 648 496
Micro-wave oven	81.92	5 399 814	98.26	81.31	6 512 921 877	118 513.67	100.57	81.46	5 495 502	81.31	6 512 921 877
Dishwasher	44.78	2 951 728	108.37	41.49	3 323 177 894	122 006.51	110.92	40.37	2 723 770	41.49	3 323 177 894
Electric drilling machine	67.63	4 457 992	98.57	66.84	5 354 022 491	118 385.16	100.89	67.03	4 522 545	66.84	5 354 022 491
Digital camera	73.74	4 860 254	97.60	73.35	5 875 178 828	117 981.00	99.90	73.81	4 979 767	73.35	5 875 178 828
Video recorder/DVD	74.24	4 893 637	95.58	73.92	5 920 553 199	115 641.14	97.83	75.89	5 119 763	73.92	5 920 553 199
Videocamera, digital videocamera	34.39	2 266 724	95.96	33.86	2 711 907 094	114 801.35	98.21	35.01	2 362 260	33.86	2 711 907 094
Colour TV	86.23	5 683 946	97.98	86.65	6 940 020 364	119 630.24	100.28	85.99	5 801 225	86.65	6 940 020 364
Home cinema	22.69	1 495 878	86.35	21.58	1 728 772 762	99 794.14	88.38	25.68	1 732 338	21.58	1 728 772 762
Personal computer	84.09	5 542 963	96.02	84.17	6 741 858 736	116 793.30	98.28	85.56	5 772 470	84.17	6 741 858 736
Cable TV	33.80	2 228 177	88.32	31.09	2 490 100 476	98 700.63	90.40	37.40	2 522 882	31.09	2 490 100 476
Nothing from above	3.28	215 980	177.47	3.66	292 827 639	240 614.87	181.65	1.80	121 699	3.66	292 827 639
Not asked	0.34	22 152	3.97	0.38	30 091 107	5 393.40	4.06	8.27	557 924	0.38	30 091 107

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

Chart 13: Facilities by RU(%)



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

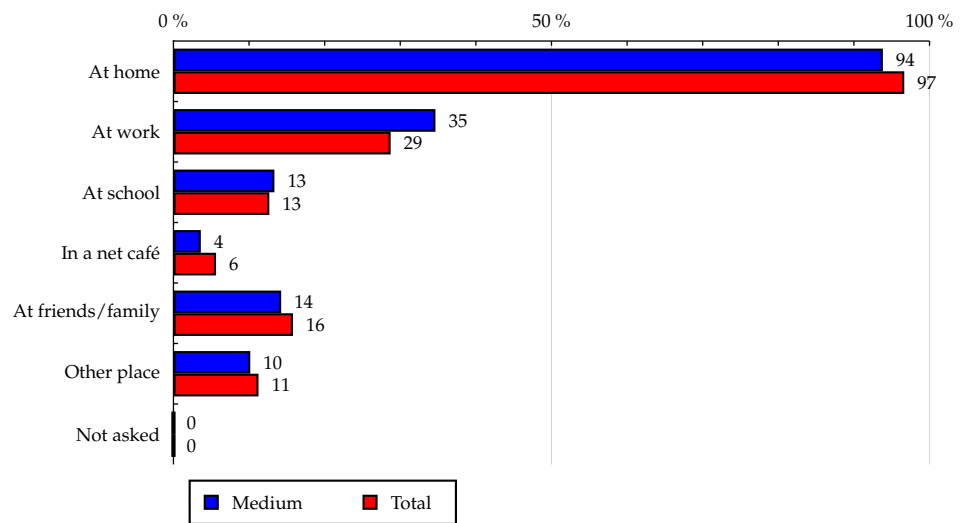
TOTAL

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	93.83	6 184 777	94.85	95.30	7 633 476 443	117 061.18	97.08	96.66	6 520 928	95.30	7 633 476 443
At work	34.65	2 283 968	117.82	30.00	2 403 221 182	123 972.45	120.59	28.73	1 938 512	30.00	2 403 221 182
At school	13.35	880 242	102.89	12.81	1 025 691 775	119 885.80	105.31	12.68	855 557	12.81	1 025 691 775
In a net café	3.62	238 605	62.81	4.20	336 798 763	88 651.70	64.28	5.63	379 912	4.20	336 798 763
At friends/family	14.25	939 481	88.10	13.69	1 096 152 302	102 795.17	90.18	15.81	1 066 346	13.69	1 096 152 302
Other place	10.16	669 469	88.18	10.59	848 386 571	111 744.20	90.25	11.25	759 222	10.59	848 386 571
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

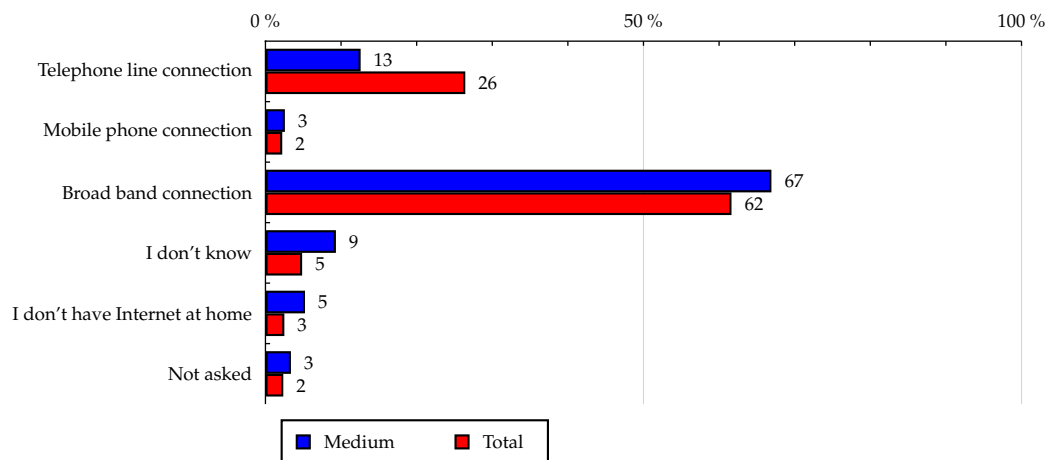
TOTAL

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	12.59	829 828	46.53	12.45	997 132 386	55 910.39	47.62	26.43	1 783 447	12.45	997 132 386
Mobile phone connection	2.57	169 546	113.31	2.40	192 568 987	128 700.71	115.98	2.22	149 625	2.40	192 568 987
Broad band connection	66.92	4 410 752	106.07	71.68	5 741 526 839	138 067.23	108.56	61.64	4 158 500	71.68	5 741 526 839
I don't know	9.32	614 630	187.99	7.57	606 013 733	185 352.46	192.41	4.85	326 952	7.57	606 013 733
I don't have Internet at home	5.23	344 742	204.25	3.92	314 216 946	186 167.58	209.06	2.50	168 781	3.92	314 216 946
Not asked	3.37	221 893	139.33	1.98	158 192 000	99 331.48	142.61	2.36	159 256	1.98	158 192 000

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

Chart 15: Connection from Home by RU(%)



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

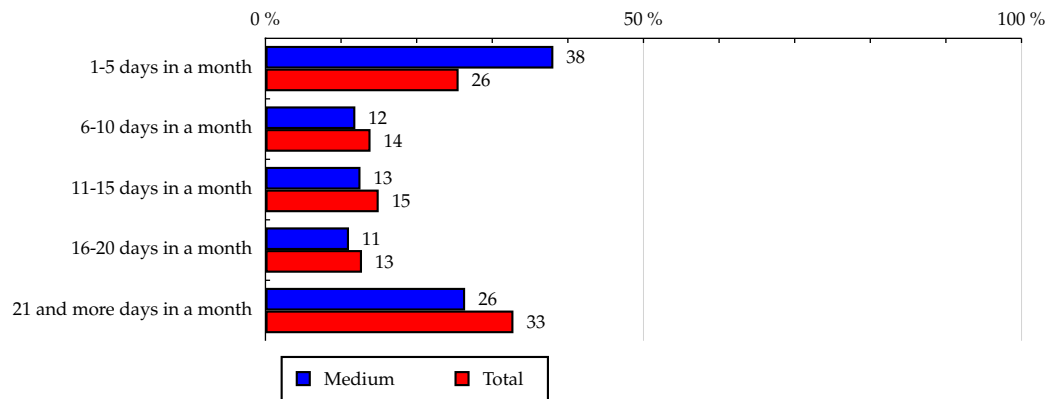
TOTAL

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	38.08	2 509 782	145.61	13.78	1 103 407 440	64 015.60	149.04	25.55	1 723 653	13.78	1 103 407 440
6-10 days in a month	11.89	783 732	83.57	3.05	244 353 473	26 054.93	85.54	13.90	937 839	3.05	244 353 473
11-15 days in a month	12.57	828 780	81.98	9.17	734 385 861	72 647.08	83.91	14.98	1 010 895	9.17	734 385 861
16-20 days in a month	11.05	728 618	84.58	11.67	934 541 275	108 486.34	86.57	12.77	861 436	11.67	934 541 275
21 and more days in a month	26.41	1 740 479	78.66	62.34	4 992 962 842	225 646.32	80.51	32.80	2 212 738	62.34	4 992 962 842

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

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



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

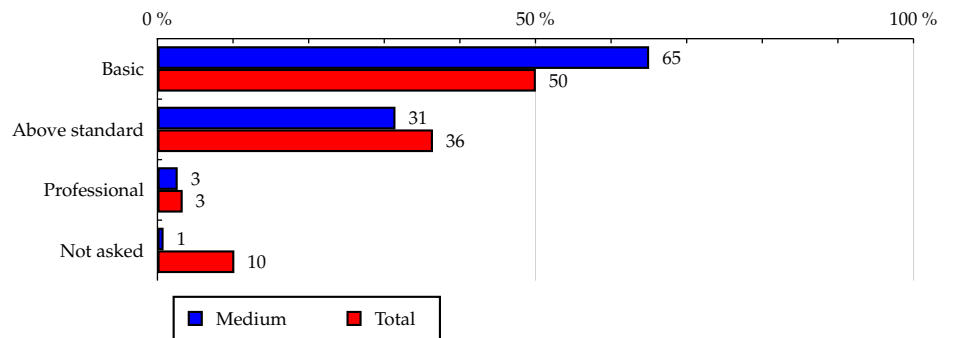
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	65.03	4 286 214	126.93	68.11	5 454 973 137	161 544.98	129.92	50.05	3 376 751	68.11	5 454 973 137
Above standard	31.48	2 075 133	84.42	27.94	2 237 571 226	91 022.88	86.40	36.44	2 458 251	27.94	2 237 571 226
Professional	2.68	176 358	78.21	2.59	207 544 841	92 044.44	80.05	3.34	225 483	2.59	207 544 841
Not asked	0.81	53 686	7.83	1.37	109 561 687	15 969.29	8.01	10.17	686 077	1.37	109 561 687

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

Chart 17: IT Knowledge by RU(%)



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

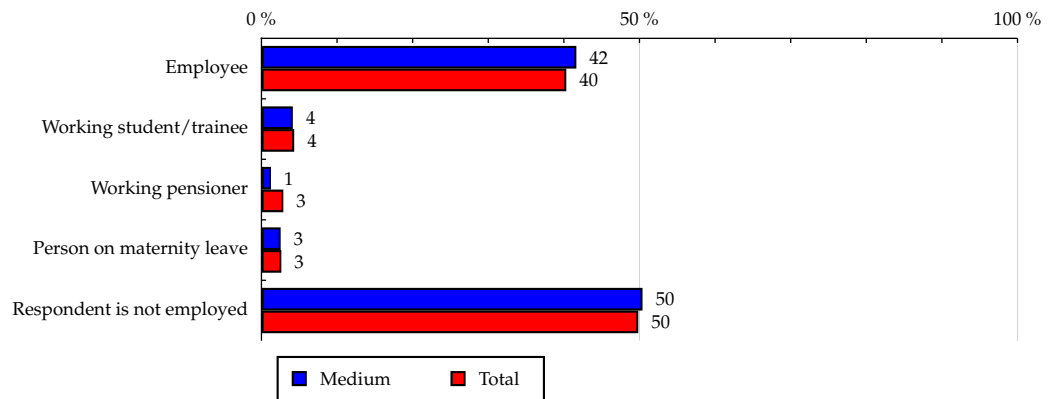
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	41.65	2 745 592	100.93	40.70	3 259 911 940	119 841.98	103.31	40.32	2 720 175	40.70	3 259 911 940
Working student/trainee	4.15	273 753	93.79	3.84	307 960 563	105 512.83	96.00	4.33	291 870	3.84	307 960 563
Working pensioner	1.26	82 886	42.51	1.02	81 924 547	42 017.41	43.51	2.89	194 977	1.02	81 924 547
Person on maternity leave	2.54	167 290	94.35	2.73	218 941 603	123 477.74	96.57	2.63	177 312	2.73	218 941 603
Respondent is not employed	50.40	3 321 870	98.80	51.70	4 140 912 238	123 159.76	101.13	49.84	3 362 228	51.70	4 140 912 238

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

Chart 18: Economically Active as by RU(%)



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

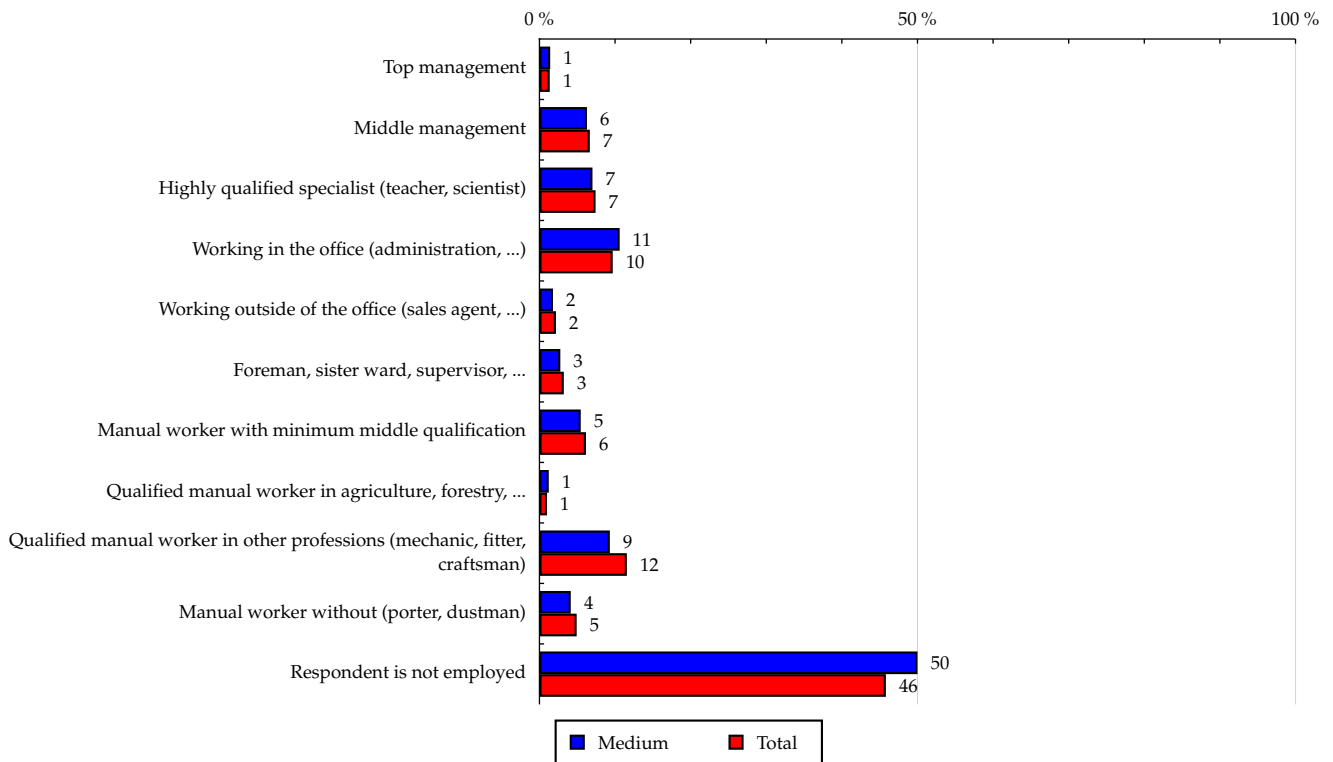
TOTAL

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	1.42	93 560	101.73	1.91	153 244 934	166 623.69	104.12	1.36	91 970	1.91	153 244 934
Middle management	6.28	414 025	92.08	5.36	429 364 836	95 490.87	94.25	6.66	449 639	5.36	429 364 836
Highly qualified specialist (teacher, scientist)	7.01	462 034	92.30	5.92	473 953 077	94 677.82	94.47	7.42	500 595	5.92	473 953 077
Working in the office (administration, ...)	10.61	699 188	106.93	8.86	709 449 472	108 500.32	109.45	9.69	653 868	8.86	709 449 472
Working outside of the office (sales agent, ...)	1.79	117 904	80.25	1.83	146 219 553	99 527.03	82.14	2.18	146 914	1.83	146 219 553
Foreman, sister ward, supervisor, ...	2.76	181 608	83.51	2.59	207 494 202	95 416.53	85.48	3.22	217 461	2.59	207 494 202
Manual worker with minimum middle qualification	5.46	359 800	86.67	6.62	530 327 969	127 753.83	88.71	6.15	415 117	6.62	530 327 969
Qualified manual worker in agriculture, forestry, ...	1.23	81 251	120.11	1.41	112 585 245	166 424.06	122.93	1.00	67 649	1.41	112 585 245
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.31	613 375	78.65	10.75	861 014 358	110 403.02	80.50	11.56	779 882	10.75	861 014 358
Manual worker without (porter, dustman)	4.14	273 210	82.24	4.02	321 721 132	96 846.42	84.18	4.92	332 197	4.02	321 721 132
Respondent is not employed	50.00	3 295 433	106.60	50.74	4 064 276 112	131 476.08	109.11	45.82	3 091 266	50.74	4 064 276 112

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

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



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

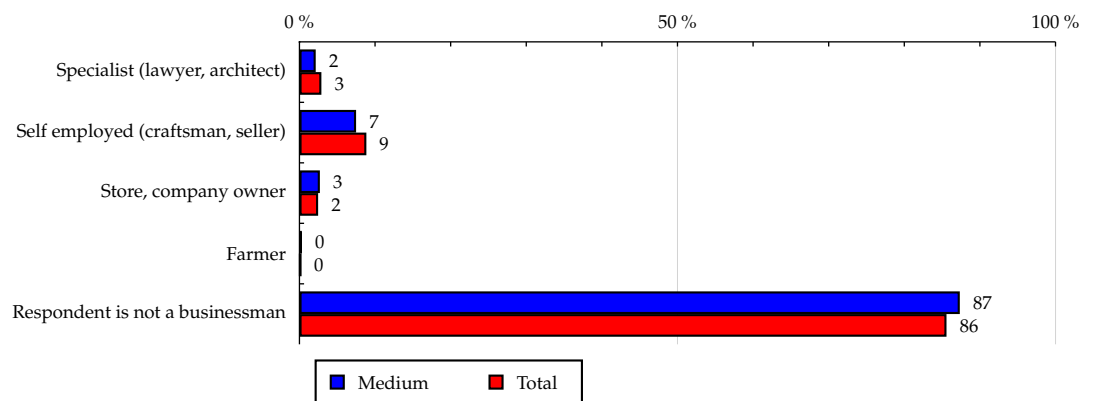
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.15	141 917	72.56	1.56	125 036 767	63 925.12	74.26	2.90	195 598	1.56	125 036 767
Self employed (craftsman, seller)	7.49	493 626	82.67	7.34	588 253 027	98 523.02	84.62	8.85	597 071	7.34	588 253 027
Store, company owner	2.70	177 946	106.96	2.66	213 313 276	128 215.30	109.48	2.47	166 371	2.66	213 313 276
Farmer	0.32	20 877	151.28	0.32	25 777 400	186 779.62	154.84	0.20	13 800	0.32	25 777 400
Respondent is not a businessman	87.34	5 757 024	99.71	88.11	7 057 270 421	122 230.88	102.06	85.58	5 773 721	88.11	7 057 270 421

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

Chart 20: Business Activities by RU(%)



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

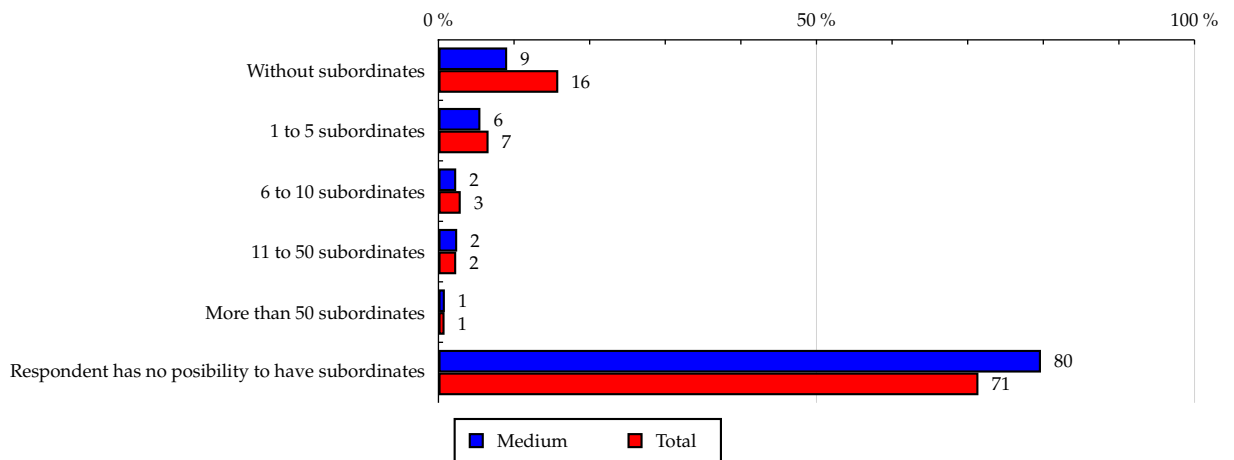
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	9.09	599 002	56.01	9.28	742 994 628	69 479.38	57.33	15.85	1 069 374	9.28	742 994 628
1 to 5 subordinates	5.55	365 787	81.84	5.10	408 483 446	91 389.51	83.76	6.63	446 969	5.10	408 483 446
6 to 10 subordinates	2.35	154 715	77.85	2.27	181 943 970	91 545.54	79.68	2.95	198 746	2.27	181 943 970
11 to 50 subordinates	2.48	163 201	102.73	2.04	163 362 542	102 830.66	105.15	2.35	158 865	2.04	163 362 542
More than 50 subordinates	0.85	55 944	102.94	0.91	72 704 541	133 776.96	105.36	0.81	54 347	0.91	72 704 541
Respondent has no possibility to have subordinates	79.69	5 252 741	109.02	80.41	6 440 161 764	133 661.57	111.58	71.42	4 818 259	80.41	6 440 161 764

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

Chart 21: Number of Subordinates by RU(%)



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

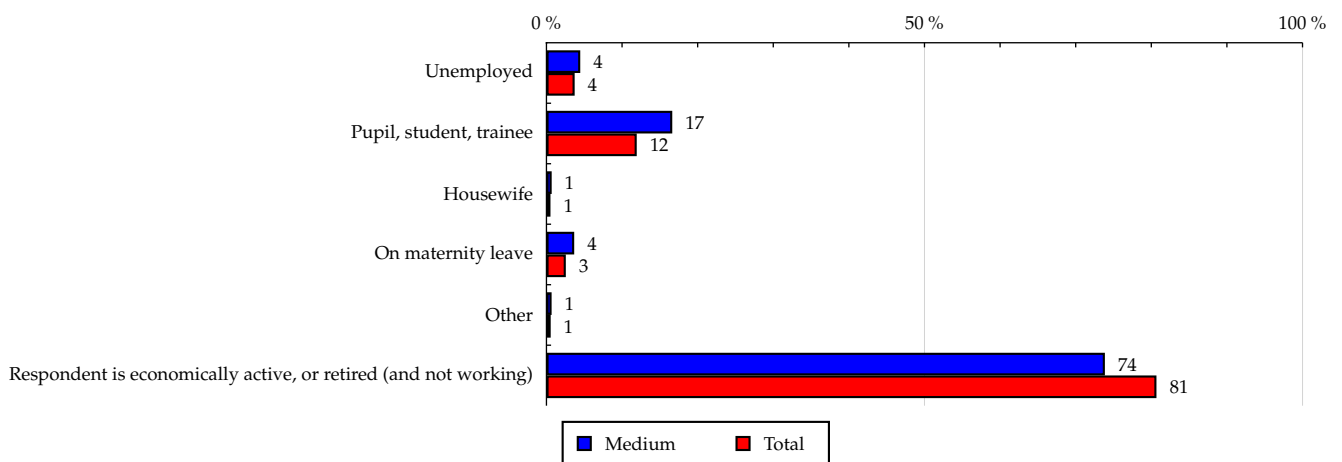
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	4.47	294 484	117.10	5.17	414 274 817	164 731.48	119.85	3.73	251 484	5.17	414 274 817
Pupil, student, trainee	16.64	1 096 742	136.12	15.50	1 241 442 630	154 081.65	139.33	11.94	805 704	15.50	1 241 442 630
Housewife	0.69	45 224	125.99	0.53	42 806 737	119 259.60	128.96	0.53	35 893	0.53	42 806 737
On maternity leave	3.67	241 972	140.14	3.58	286 499 163	165 926.68	143.44	2.56	172 666	3.58	286 499 163
Other	0.68	44 668	119.04	1.09	87 147 049	232 232.81	121.84	0.56	37 525	1.09	87 147 049
Respondent is economically active, or retired (and not working)	73.86	4 868 300	89.44	74.13	5 937 480 494	109 078.91	91.54	80.68	5 443 289	74.13	5 937 480 494

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

Chart 22: Economically Inactive as by RU(%)



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

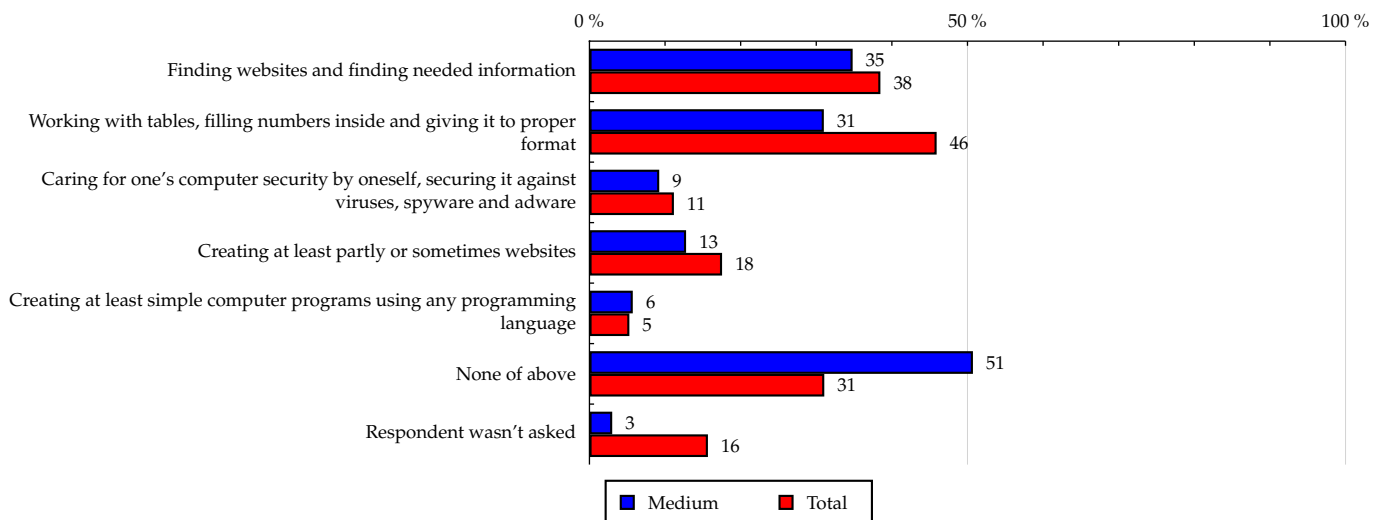
TOTAL

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	34.81	2 294 367	88.37	37.25	2 983 553 867	114 911.23	90.45	38.48	2 596 398	37.25	2 983 553 867
Working with tables, filling numbers inside and giving it to proper format	31.00	2 043 600	65.96	33.33	2 669 467 221	86 164.27	67.52	45.92	3 098 113	33.33	2 669 467 221
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	9.23	608 667	80.77	10.23	819 350 052	108 723.30	82.67	11.17	753 610	10.23	819 350 052
Creating at least partly or sometimes websites	12.78	842 142	71.18	14.00	1 121 150 840	94 763.71	72.86	17.54	1 183 101	14.00	1 121 150 840
Creating at least simple computer programs using any programming language	5.73	377 528	106.04	5.61	449 025 011	126 125.20	108.54	5.28	356 015	5.61	449 025 011
None of above	50.72	3 343 336	159.54	48.96	3 921 666 973	187 137.97	163.30	31.06	2 095 601	48.96	3 921 666 973
Respondent wasn't asked	3.01	198 156	18.74	2.38	191 029 552	18 067.84	19.18	15.67	1 057 290	2.38	191 029 552

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

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



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

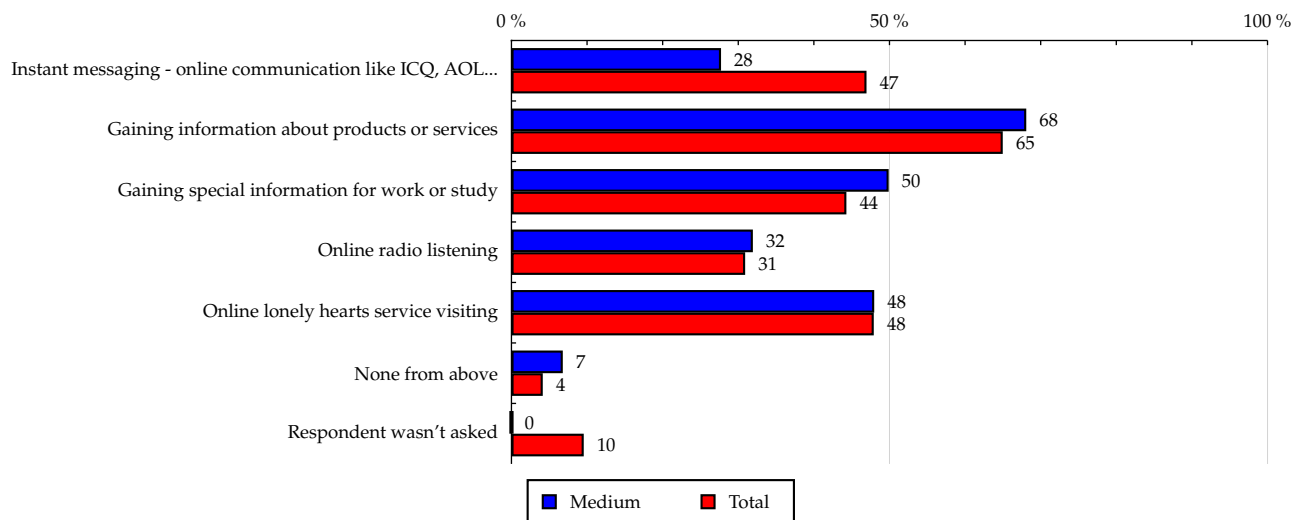
TOTAL

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...	27.72	1 827 092	57.67	26.13	2 092 923 192	66 058.20	59.03	46.96	3 168 301	26.13	2 092 923 192
Gaining information about products or services	68.09	4 488 207	102.38	66.82	5 351 897 792	122 084.58	104.79	64.98	4 383 762	66.82	5 351 897 792
Gaining special information for work or study	49.89	3 288 128	110.01	47.07	3 770 083 751	126 135.71	112.60	44.30	2 988 910	47.07	3 770 083 751
Online radio listening	31.93	2 104 764	100.93	35.34	2 830 338 362	135 721.41	103.30	30.91	2 085 402	35.34	2 830 338 362
Online lonely hearts service visiting	47.98	3 162 349	97.81	53.88	4 315 723 548	133 477.77	100.11	47.92	3 233 290	53.88	4 315 723 548
None from above	6.79	447 882	160.43	6.58	526 982 227	188 765.28	164.21	4.14	279 173	6.58	526 982 227
Respondent wasn't asked	0.00	0	0.00	0.00	0	0.00	0.00	9.56	645 100	0.00	0

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

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



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

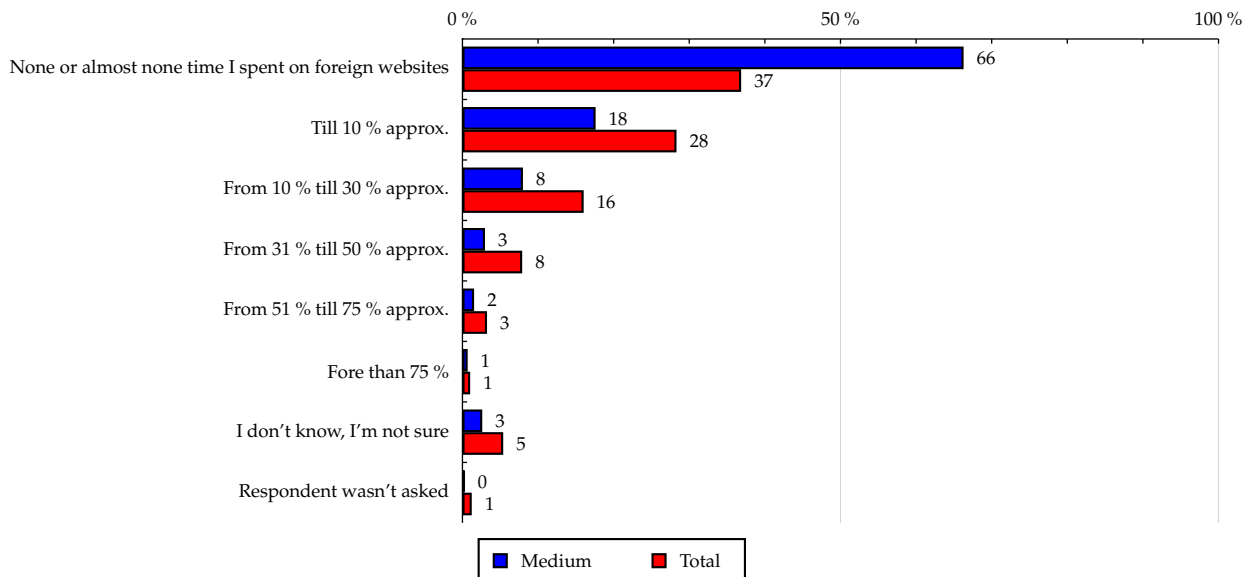
TOTAL

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	66.28	4 368 470	175.65	69.32	5 552 015 175	223 235.82	179.78	36.86	2 487 062	69.32	5 552 015 175
Till 10 % approx.	17.61	1 160 752	60.77	17.12	1 371 053 652	71 785.21	62.21	28.31	1 909 939	17.12	1 371 053 652
From 10 % till 30 % approx.	8.00	527 546	48.77	8.05	644 732 624	59 602.66	49.92	16.03	1 081 717	8.05	644 732 624
From 31 % till 50 % approx.	2.98	196 226	36.80	2.20	176 162 497	33 040.80	37.67	7.90	533 166	2.20	176 162 497
From 51 % till 75 % approx.	1.54	101 274	46.13	0.86	69 138 682	31 489.39	47.21	3.25	219 561	0.86	69 138 682
Fore than 75 %	0.69	45 262	65.72	0.36	28 694 257	41 661.99	67.27	1.02	68 873	0.36	28 694 257
I don't know, I'm not sure	2.62	172 952	47.58	1.97	157 837 240	43 418.16	48.70	5.39	363 528	1.97	157 837 240
Respondent wasn't asked	0.29	18 907	22.86	0.13	10 016 765	12 110.16	23.40	1.23	82 713	0.13	10 016 765

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

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, December 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".