

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

January 2014

Basic information	
The size of Internet population in the Czech Republic	6 819 035
Number of respondents	
Medium	N = 14 300
Total (for all measured media)	N = 14 300
RU(number)	6 662 197
Reach(%)	97.70
PV(number) (from Czech visitors)	8 834 384 170
PV(number) (from all visitors)	9 482 933 556
GRP (%)	129 554.76

**Source: NetMonitor – SPIR – Gemius & Mediaresearch
January 2014**

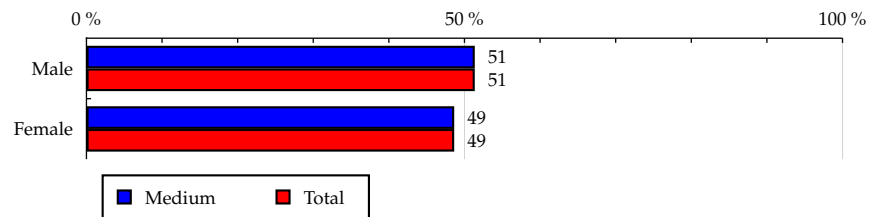
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.36	3 421 559	97.01	55.23	4 879 496 431	138 346.78	99.29	51.36	3 421 559	55.23	4 879 496 431
Female	48.64	3 240 637	98.44	44.77	3 954 887 739	120 135.19	100.76	48.64	3 240 637	44.77	3 954 887 739

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

Chart 1: Sex by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

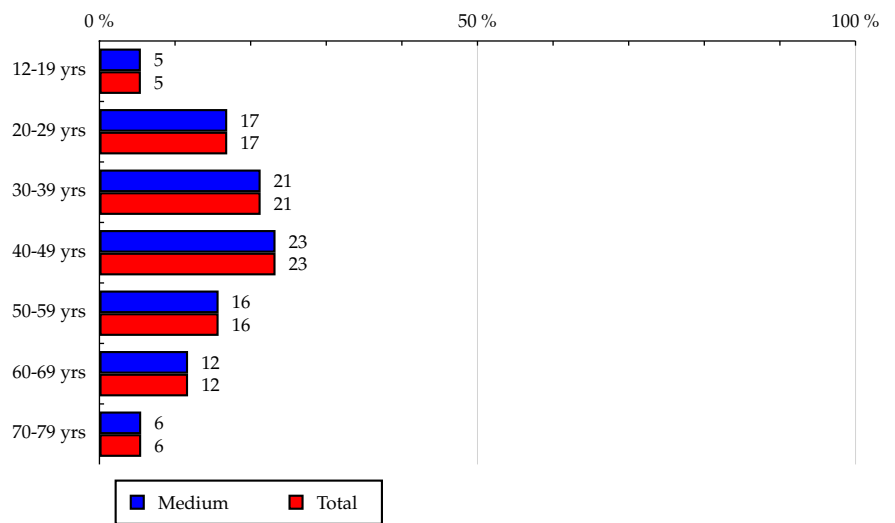
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	5.48	365 408	81.07	2.10	185 723 293	41 202.43	82.97	5.48	365 408	2.10	185 723 293
20-29 yrs	16.90	1 125 873	98.41	18.29	1 615 987 680	141 255.96	100.73	16.90	1 125 873	18.29	1 615 987 680
30-39 yrs	21.32	1 420 563	99.18	18.96	1 675 078 004	116 946.98	101.51	21.32	1 420 563	18.96	1 675 078 004
40-49 yrs	23.29	1 551 597	98.94	24.47	2 162 162 153	137 873.84	101.27	23.29	1 551 597	24.47	2 162 162 153
50-59 yrs	15.76	1 050 095	98.73	17.49	1 544 976 662	145 259.91	101.06	15.76	1 050 095	17.49	1 544 976 662
60-69 yrs	11.72	780 912	99.00	12.89	1 138 831 741	144 375.91	101.33	11.72	780 912	12.89	1 138 831 741
70-79 yrs	5.52	367 744	99.04	5.79	511 624 638	137 787.40	101.37	5.52	367 744	5.79	511 624 638

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

Chart 2: Age by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

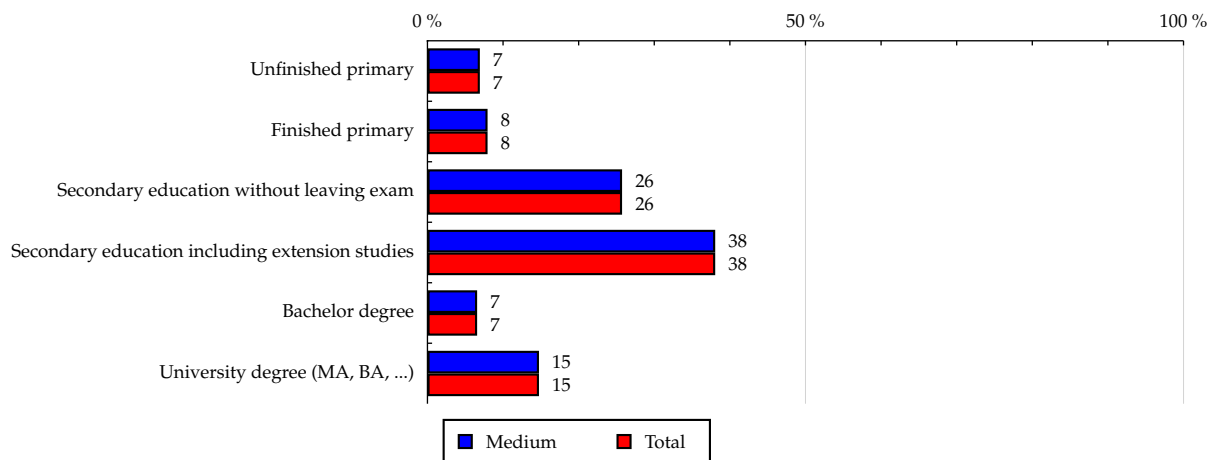
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	6.93	461 520	83.78	3.30	291 100 555	52 846.53	85.76	6.93	461 520	3.30	291 100 555
Finished primary	7.95	529 879	98.15	8.09	714 475 307	132 347.43	100.46	7.95	529 879	8.09	714 475 307
Secondary education without leaving exam	25.74	1 714 851	98.84	29.11	2 571 922 844	148 242.76	101.17	25.74	1 714 851	29.11	2 571 922 844
Secondary education including extension studies	38.06	2 535 694	99.06	40.41	3 569 688 026	139 449.40	101.39	38.06	2 535 694	40.41	3 569 688 026
Bachelor degree	6.57	437 670	99.25	6.46	570 275 764	129 317.05	101.58	6.57	437 670	6.46	570 275 764
University degree (MA, BA, ...)	14.75	982 579	98.99	12.64	1 116 921 675	112 528.21	101.32	14.75	982 579	12.64	1 116 921 675

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

Chart 3: Highest Education by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

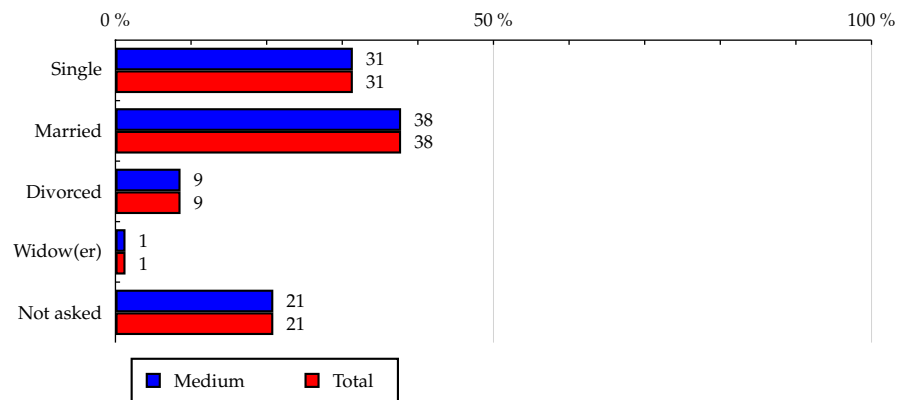
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	31.40	2 092 025	84.09	30.18	2 665 858 886	107 158.04	86.07	31.40	2 092 025	30.18	2 665 858 886
Married	37.78	2 516 994	103.17	37.22	3 288 262 051	134 781.27	105.60	37.78	2 516 994	37.22	3 288 262 051
Divorced	8.61	573 495	68.30	8.33	736 126 155	87 671.24	69.91	8.61	573 495	8.33	736 126 155
Widow(er)	1.33	88 582	72.58	1.25	110 201 054	90 288.41	74.28	1.33	88 582	1.25	110 201 054
Not asked	20.88	1 391 098	149.60	23.02	2 033 936 025	218 737.71	153.13	20.88	1 391 098	23.02	2 033 936 025

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

Chart 4: Marital Status by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

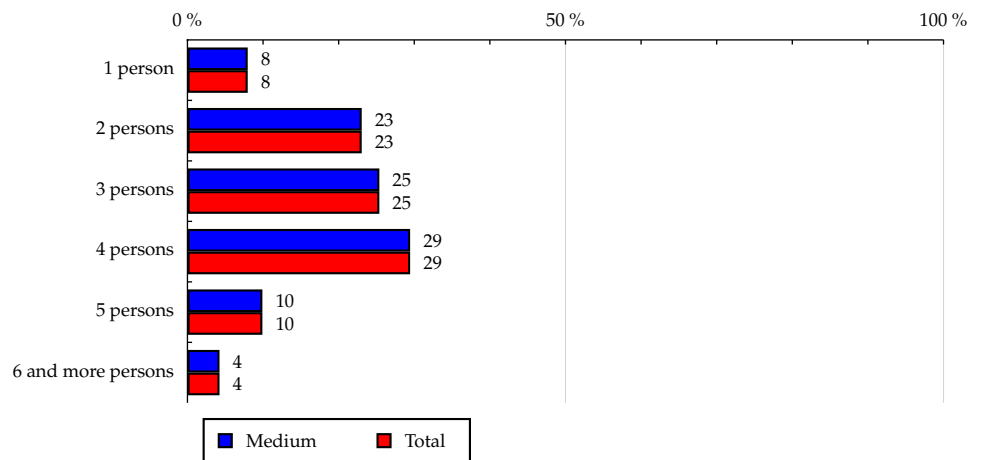
TOTAL

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	7.97	531 066	62.68	8.65	763 775 143	90 139.81	64.15	7.97	531 066	8.65	763 775 143
2 persons	23.05	1 535 513	87.55	23.57	2 082 657 056	118 739.99	89.61	23.05	1 535 513	23.57	2 082 657 056
3 persons	25.38	1 691 091	102.03	26.32	2 324 786 492	140 266.65	104.43	25.38	1 691 091	26.32	2 324 786 492
4 persons	29.45	1 961 957	112.46	27.96	2 470 437 064	141 605.48	115.11	29.45	1 961 957	27.96	2 470 437 064
5 persons	9.91	660 370	122.12	10.09	891 275 494	164 820.68	125.00	9.91	660 370	10.09	891 275 494
6 and more persons	4.24	282 197	102.62	3.41	301 452 921	109 620.51	105.03	4.24	282 197	3.41	301 452 921

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

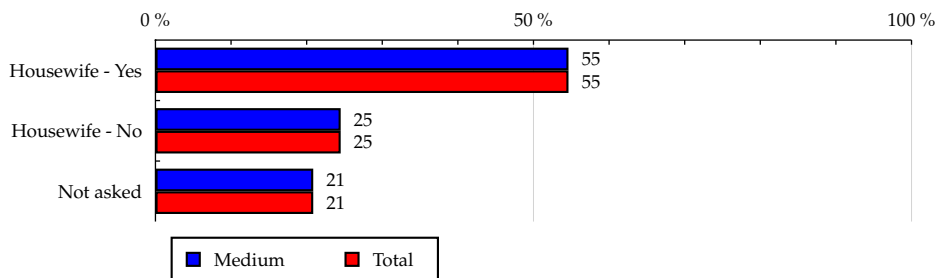
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	54.63	3 639 411	85.46	52.02	4 595 398 710	107 914.30	87.48	54.63	3 639 411	52.02	4 595 398 710
Housewife - No	24.50	1 632 302	99.81	24.96	2 205 206 062	134 843.17	102.16	24.50	1 632 302	24.96	2 205 206 062
Not asked	20.87	1 390 482	150.28	23.02	2 033 779 399	219 803.58	153.82	20.87	1 390 482	23.02	2 033 779 399

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

Chart 6: Housewife by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

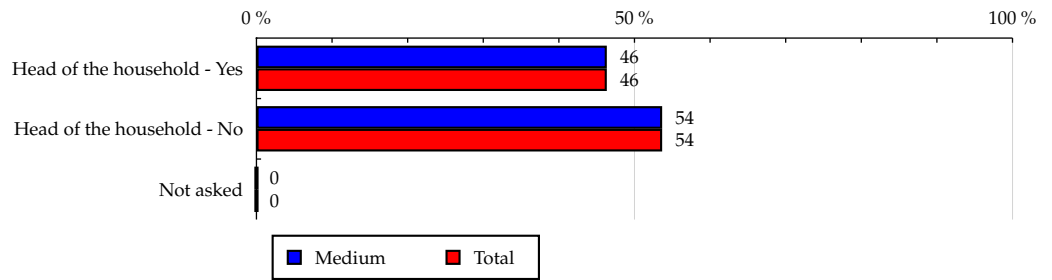
TOTAL

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	46.34	3 086 949	89.10	48.08	4 247 553 109	122 596.72	91.20	46.34	3 086 949	48.08	4 247 553 109
Head of the household - No	53.66	3 575 247	106.58	51.92	4 586 831 061	136 741.54	109.09	53.66	3 575 247	51.92	4 586 831 061
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

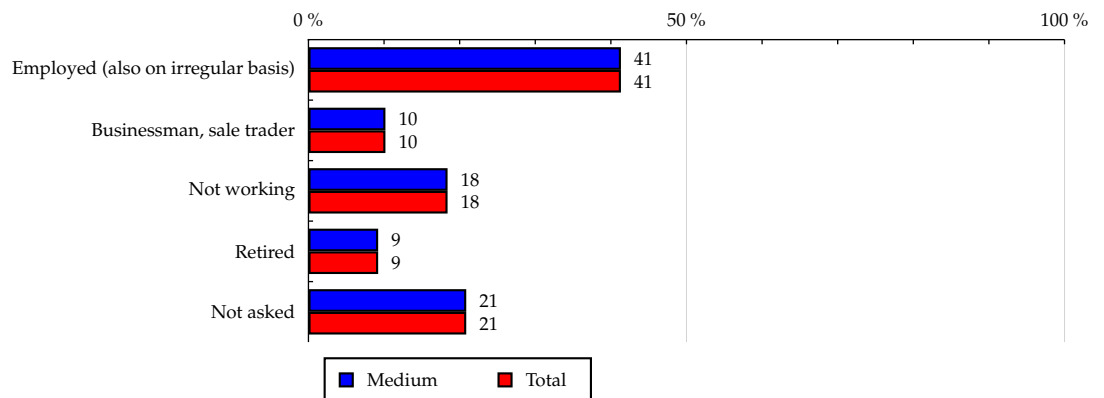
TOTAL

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)	41.33	2 753 383	82.18	37.98	3 355 132 751	100 135.18	84.11	41.33	2 753 383	37.98	3 355 132 751
Businessman, sale trader	10.18	678 229	79.53	10.40	918 435 153	107 690.15	81.40	10.18	678 229	10.40	918 435 153
Not working	18.40	1 225 638	99.50	18.17	1 604 766 578	130 276.16	101.84	18.40	1 225 638	18.17	1 604 766 578
Retired	9.22	614 462	134.02	10.44	922 270 290	201 153.21	137.17	9.22	614 462	10.44	922 270 290
Not asked	20.87	1 390 482	150.28	23.02	2 033 779 399	219 803.58	153.82	20.87	1 390 482	23.02	2 033 779 399

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

Chart 8: Economic Activity by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

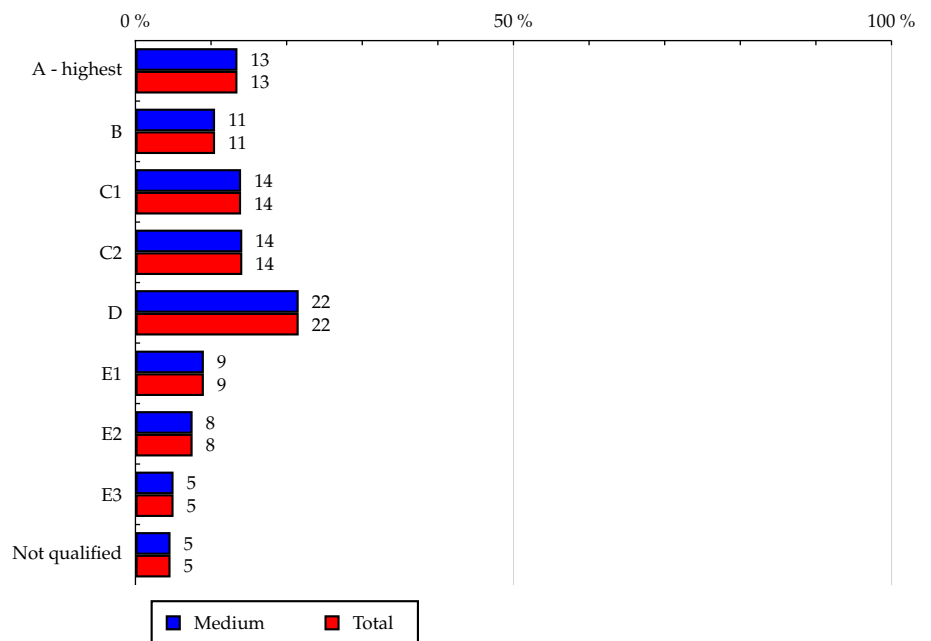
TOTAL

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	13.49	898 460	82.91	13.27	1 172 764 038	108 220.18	84.86	13.49	898 460	13.27	1 172 764 038
B	10.53	701 790	111.82	12.66	1 118 025 389	178 145.61	114.46	10.53	701 790	12.66	1 118 025 389
C1	13.97	930 421	94.04	12.64	1 116 603 094	112 855.16	96.25	13.97	930 421	12.64	1 116 603 094
C2	14.13	941 351	99.79	14.46	1 277 143 049	135 387.73	102.14	14.13	941 351	14.46	1 277 143 049
D	21.59	1 438 490	100.22	20.72	1 830 651 882	127 547.81	102.58	21.59	1 438 490	20.72	1 830 651 882
E1	9.05	603 260	106.83	10.99	970 929 637	171 932.63	109.34	9.05	603 260	10.99	970 929 637
E2	7.56	503 551	94.88	7.43	656 282 233	123 656.86	97.11	7.56	503 551	7.43	656 282 233
E3	5.04	335 645	106.98	5.24	462 681 692	147 465.48	109.50	5.04	335 645	5.24	462 681 692
Not qualified	4.64	309 225	93.55	2.60	229 303 157	69 368.30	95.75	4.64	309 225	2.60	229 303 157

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

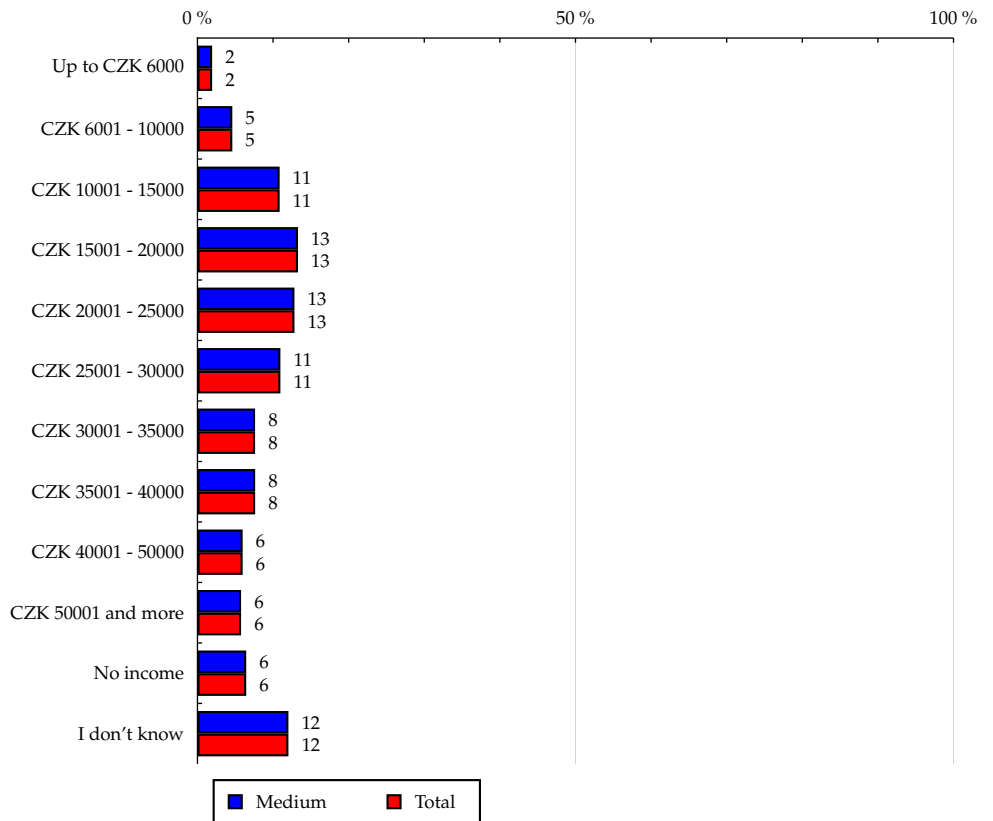
TOTAL

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	1.94	129 428	85.85	2.11	186 401 628	123 637.07	87.87	1.94	129 428	2.11	186 401 628
CZK 6001 - 10000	4.61	307 197	121.86	4.86	429 337 705	170 312.82	124.73	4.61	307 197	4.86	429 337 705
CZK 10001 - 15000	10.87	723 967	98.70	11.87	1 048 683 306	142 962.41	101.02	10.87	723 967	11.87	1 048 683 306
CZK 15001 - 20000	13.30	885 903	95.80	13.63	1 204 383 488	130 234.81	98.05	13.30	885 903	13.63	1 204 383 488
CZK 20001 - 25000	12.83	854 622	92.07	13.72	1 211 695 170	130 541.25	94.24	12.83	854 622	13.72	1 211 695 170
CZK 25001 - 30000	10.97	730 922	86.71	11.15	984 630 337	116 809.49	88.75	10.97	730 922	11.15	984 630 337
CZK 30001 - 35000	7.62	507 702	88.42	7.58	669 877 360	116 670.31	90.51	7.62	507 702	7.58	669 877 360
CZK 35001 - 40000	7.63	508 583	99.90	7.74	683 426 991	134 242.84	102.25	7.63	508 583	7.74	683 426 991
CZK 40001 - 50000	5.98	398 191	83.70	5.40	477 239 804	100 314.05	85.67	5.98	398 191	5.40	477 239 804
CZK 50001 and more	5.77	384 419	94.22	5.85	517 199 522	126 767.01	96.44	5.77	384 419	5.85	517 199 522
No income	6.45	429 488	95.69	3.66	322 899 123	71 939.71	97.94	6.45	429 488	3.66	322 899 123
I don't know	12.03	801 769	140.45	12.44	1 098 609 736	192 443.03	143.75	12.03	801 769	12.44	1 098 609 736

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

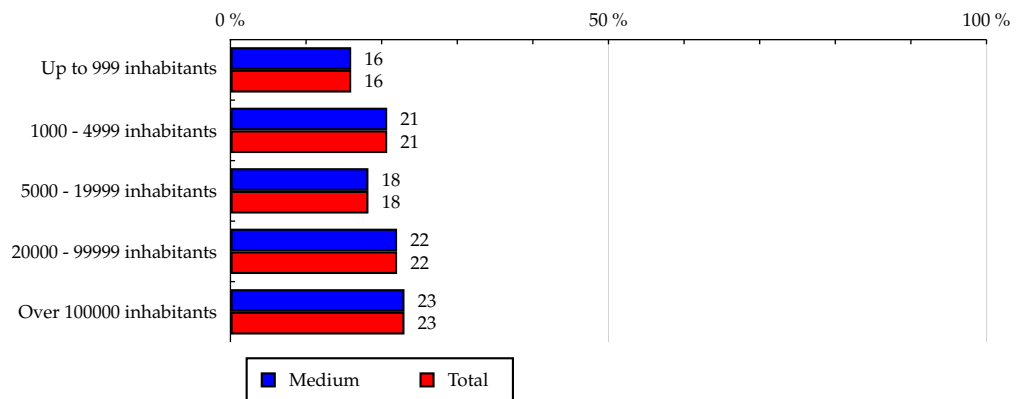
TOTAL

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	15.97	1 063 793	97.47	16.23	1 434 133 908	131 398.26	99.76	15.97	1 063 793	16.23	1 434 133 908
1000 - 4999 inhabitants	20.73	1 380 802	97.67	20.99	1 854 435 369	131 178.28	99.97	20.73	1 380 802	20.99	1 854 435 369
5000 - 19999 inhabitants	18.25	1 215 746	97.50	18.70	1 651 759 597	132 472.93	99.80	18.25	1 215 746	18.70	1 651 759 597
20000 - 99999 inhabitants	22.04	1 468 119	97.27	22.21	1 962 320 335	130 011.42	99.56	22.04	1 468 119	22.21	1 962 320 335
Over 100000 inhabitants	23.02	1 533 735	98.46	21.87	1 931 734 961	124 011.33	100.78	23.02	1 533 735	21.87	1 931 734 961

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

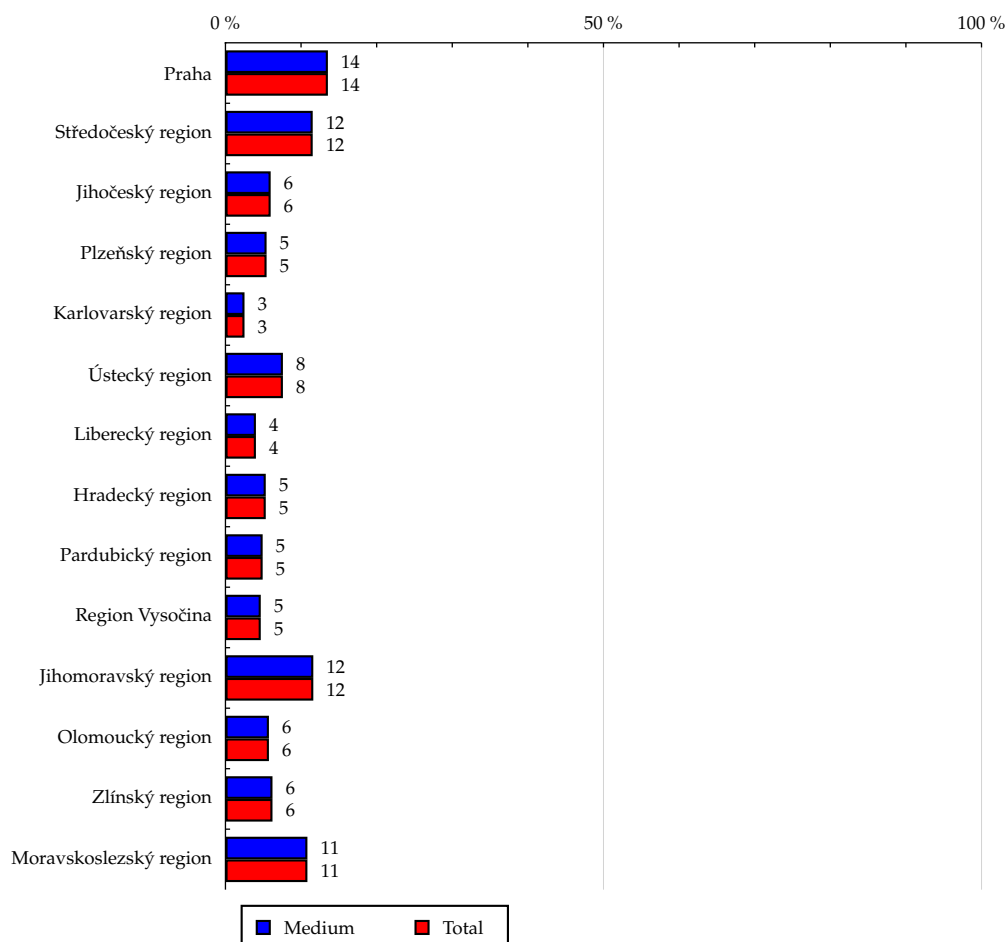
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.55	903 023	97.66	13.28	1 173 090 001	126 867.08	99.96	13.55	903 023	13.28	1 173 090 001
Středočeský region	11.54	769 116	96.48	11.92	1 053 336 057	132 138.11	98.75	11.54	769 116	11.92	1 053 336 057
Jihočeský region	5.98	398 611	98.84	5.98	528 584 386	131 073.38	101.17	5.98	398 611	5.98	528 584 386
Plzeňský region	5.44	362 519	99.11	5.13	452 802 466	123 796.01	101.45	5.44	362 519	5.13	452 802 466
Karlovarský region	2.52	167 782	94.60	2.11	185 981 705	104 859.00	96.82	2.52	167 782	2.11	185 981 705
Ústecký region	7.60	506 032	95.89	7.23	638 577 874	121 005.32	98.15	7.60	506 032	7.23	638 577 874
Liberecký region	4.03	268 166	93.43	3.78	334 180 087	116 435.21	95.63	4.03	268 166	3.78	334 180 087
Hradecký region	5.33	354 802	99.39	4.96	438 101 002	122 725.96	101.73	5.33	354 802	4.96	438 101 002
Pardubický region	4.92	327 706	96.25	5.57	492 106 811	144 534.08	98.51	4.92	327 706	5.57	492 106 811
Region Vysočina	4.67	311 237	99.14	4.68	413 420 814	131 685.70	101.47	4.67	311 237	4.68	413 420 814
Jihomoravský region	11.62	773 921	97.84	11.49	1 014 941 313	128 308.25	100.14	11.62	773 921	11.49	1 014 941 313
Olomoucký region	5.75	383 317	98.95	5.82	513 947 043	132 668.71	101.28	5.75	383 317	5.82	513 947 043
Zlínský region	6.22	414 067	99.40	7.72	682 149 591	163 751.45	101.74	6.22	414 067	7.72	682 149 591
Moravskoslezský region	10.84	721 894	98.93	10.34	913 165 020	125 141.84	101.26	10.84	721 894	10.34	913 165 020

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

Chart 12: Region by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

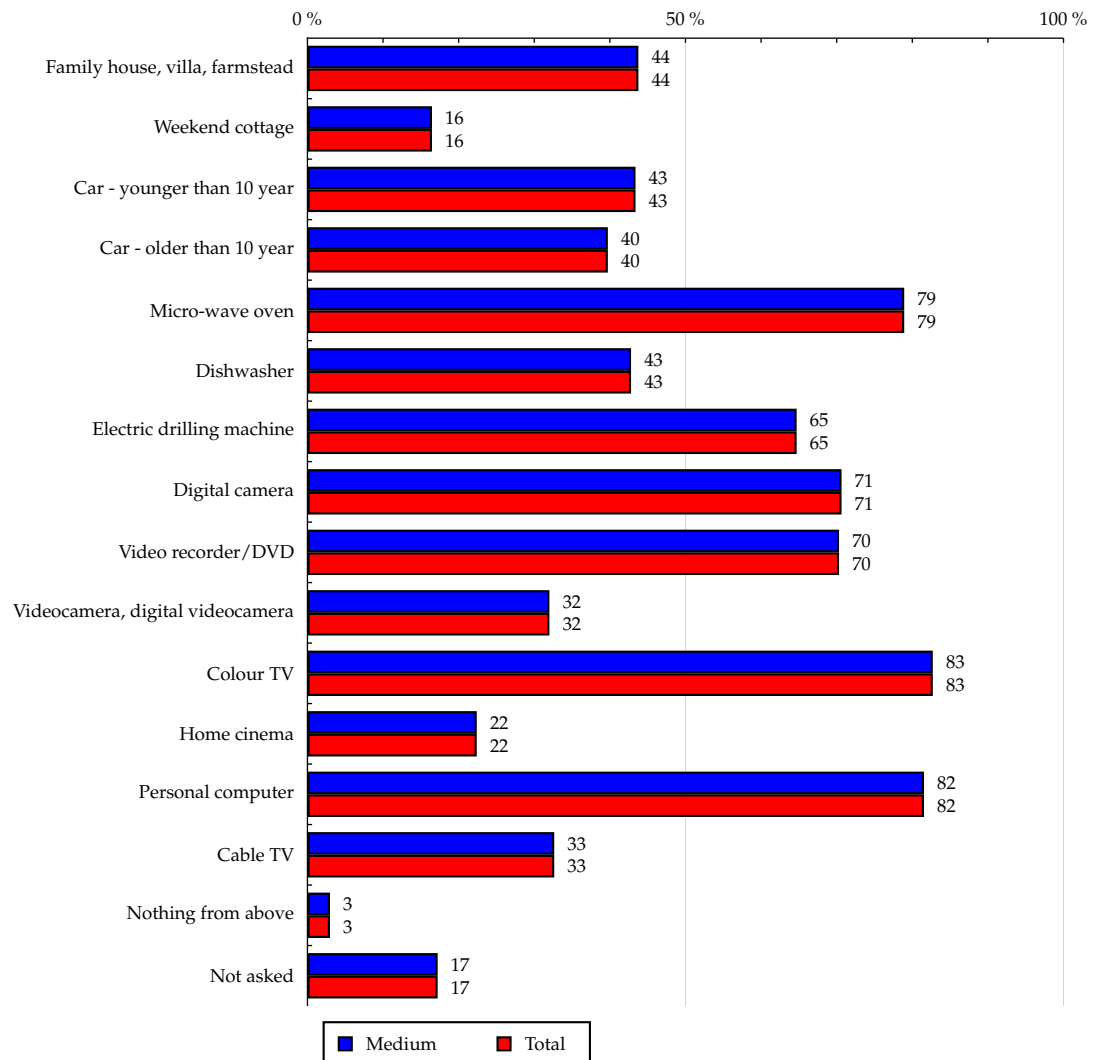
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	43.77	2 915 903	98.33	44.08	3 894 635 519	131 340.82	100.65	43.77	2 915 903	44.08	3 894 635 519
Weekend cottage	16.47	1 097 416	90.55	16.83	1 486 685 127	122 671.70	92.68	16.47	1 097 416	16.83	1 486 685 127
Car - younger than 10 year	43.39	2 890 791	100.84	42.67	3 769 824 697	131 504.78	103.21	43.39	2 890 791	42.67	3 769 824 697
Car - older than 10 year	39.73	2 647 056	95.62	42.22	3 729 806 634	134 729.23	97.87	39.73	2 647 056	42.22	3 729 806 634
Micro-wave oven	78.93	5 258 487	93.92	81.45	7 195 232 693	128 509.77	96.13	78.93	5 258 487	81.45	7 195 232 693
Dishwasher	42.80	2 851 501	101.02	42.28	3 735 334 567	132 336.80	103.40	42.80	2 851 501	42.28	3 735 334 567
Electric drilling machine	64.70	4 310 366	95.66	66.06	5 836 010 769	129 511.90	97.91	64.70	4 310 366	66.06	5 836 010 769
Digital camera	70.64	4 706 031	93.98	72.19	6 377 656 847	127 357.64	96.19	70.64	4 706 031	72.19	6 377 656 847
Video recorder/DVD	70.31	4 684 514	91.48	72.91	6 441 310 206	125 786.10	93.63	70.31	4 684 514	72.91	6 441 310 206
Videocamera, digital videocamera	32.00	2 131 966	90.98	32.24	2 848 289 549	121 546.98	93.12	32.00	2 131 966	32.24	2 848 289 549
Colour TV	82.71	5 510 594	94.60	85.26	7 531 986 949	129 296.43	96.82	82.71	5 510 594	85.26	7 531 986 949
Home cinema	22.39	1 491 997	89.44	20.84	1 841 279 426	110 381.96	91.55	22.39	1 491 997	20.84	1 841 279 426
Personal computer	81.55	5 432 778	93.73	84.49	7 463 850 097	128 764.92	95.93	81.55	5 432 778	84.49	7 463 850 097
Cable TV	32.64	2 174 230	86.78	32.59	2 878 905 717	114 907.72	88.82	32.64	2 174 230	32.59	2 878 905 717
Nothing from above	2.98	198 663	148.24	2.96	261 392 425	195 052.92	151.73	2.98	198 663	2.96	261 392 425
Not asked	17.22	1 147 033	160.08	18.78	1 658 690 409	231 493.83	163.85	17.22	1 147 033	18.78	1 658 690 409

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

Chart 13: Facilities by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

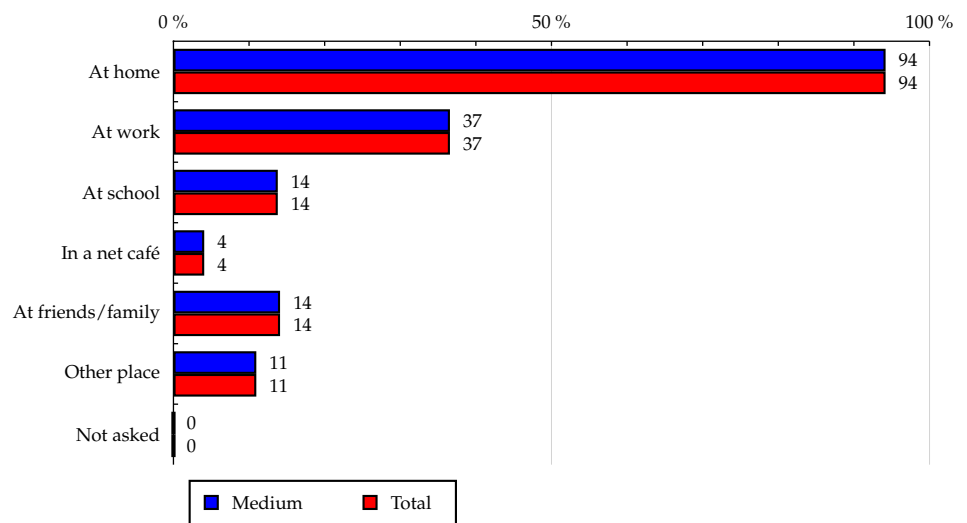
TOTAL

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	94.19	6 275 238	95.87	95.07	8 398 566 670	128 307.00	98.13	94.19	6 275 238	95.07	8 398 566 670
At work	36.57	2 436 623	98.13	34.02	3 005 746 680	121 055.80	100.44	36.57	2 436 623	34.02	3 005 746 680
At school	13.80	919 605	94.25	12.94	1 143 124 104	117 156.49	96.47	13.80	919 605	12.94	1 143 124 104
In a net café	4.07	271 121	67.44	3.12	275 578 536	68 548.38	69.03	4.07	271 121	3.12	275 578 536
At friends/family	14.10	939 058	82.64	12.64	1 116 498 973	98 260.01	84.59	14.10	939 058	12.64	1 116 498 973
Other place	10.96	730 066	86.29	9.84	869 309 918	102 744.49	88.32	10.96	730 066	9.84	869 309 918
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

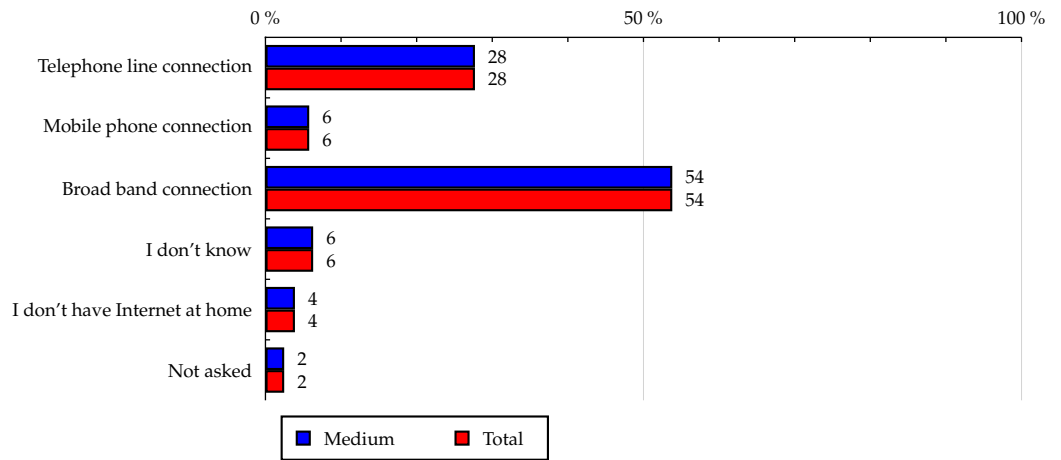
TOTAL

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	27.71	1 846 412	83.10	28.59	2 525 646 168	113 664.81	85.05	27.71	1 846 412	28.59	2 525 646 168
Mobile phone connection	5.79	385 473	116.52	6.09	538 354 583	162 732.99	119.26	5.79	385 473	6.09	538 354 583
Broad band connection	53.81	3 584 681	99.62	55.21	4 877 407 994	135 540.20	101.96	53.81	3 584 681	55.21	4 877 407 994
I don't know	6.31	420 453	143.34	4.72	417 348 495	142 284.70	146.72	6.31	420 453	4.72	417 348 495
I don't have Internet at home	3.90	260 028	153.22	3.48	307 025 071	180 914.35	156.83	3.90	260 028	3.48	307 025 071
Not asked	2.48	165 146	80.69	1.91	168 601 858	82 373.48	82.58	2.48	165 146	1.91	168 601 858

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

Chart 15: Connection from Home by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

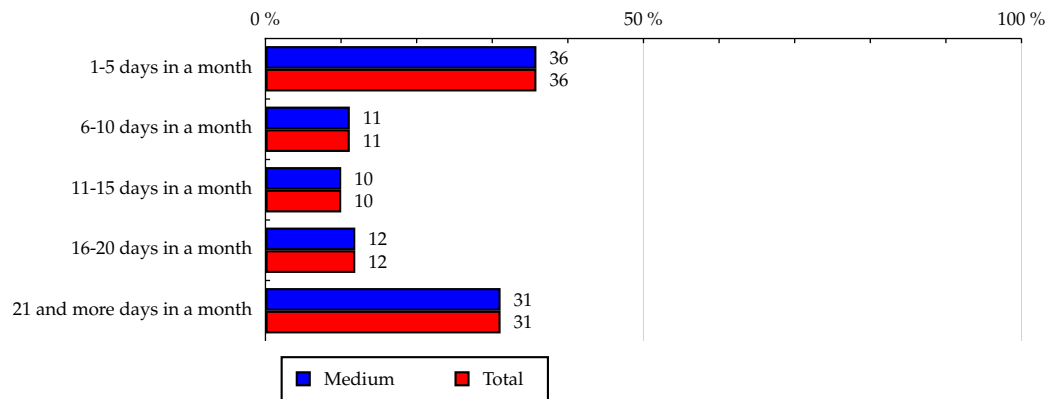
TOTAL

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	35.84	2 387 663	135.89	13.78	1 217 035 914	69 263.93	139.09	35.84	2 387 663	13.78	1 217 035 914
6-10 days in a month	11.16	743 275	74.08	2.59	228 856 738	22 810.76	75.83	11.16	743 275	2.59	228 856 738
11-15 days in a month	10.02	667 549	75.72	4.84	427 160 864	48 450.46	77.50	10.02	667 549	4.84	427 160 864
16-20 days in a month	11.88	791 545	97.95	10.73	947 511 245	117 244.33	100.25	11.88	791 545	10.73	947 511 245
21 and more days in a month	31.10	2 072 163	87.48	68.07	6 013 819 409	253 870.18	89.53	31.10	2 072 163	68.07	6 013 819 409

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

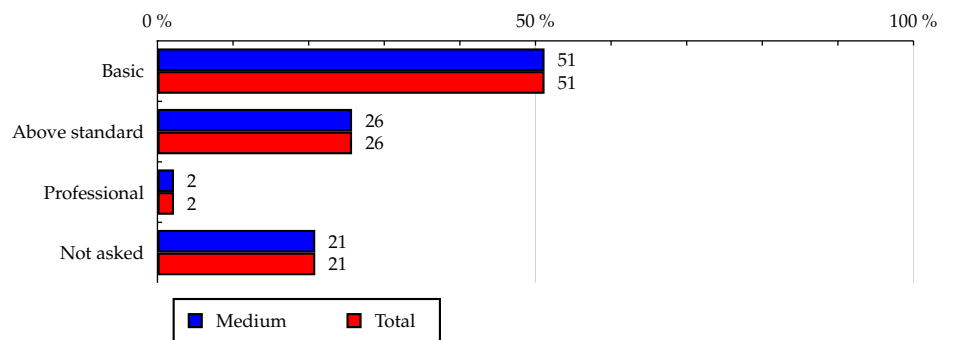
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	51.20	3 410 835	105.96	51.97	4 590 932 088	142 613.88	108.45	51.20	3 410 835	51.97	4 590 932 088
Above standard	25.74	1 714 872	71.50	23.33	2 061 250 163	85 943.93	73.18	25.74	1 714 872	23.33	2 061 250 163
Professional	2.19	146 006	52.85	1.68	148 422 521	53 724.98	54.09	2.19	146 006	1.68	148 422 521
Not asked	20.87	1 390 482	150.28	23.02	2 033 779 399	219 803.58	153.82	20.87	1 390 482	23.02	2 033 779 399

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

Chart 17: IT Knowledge by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

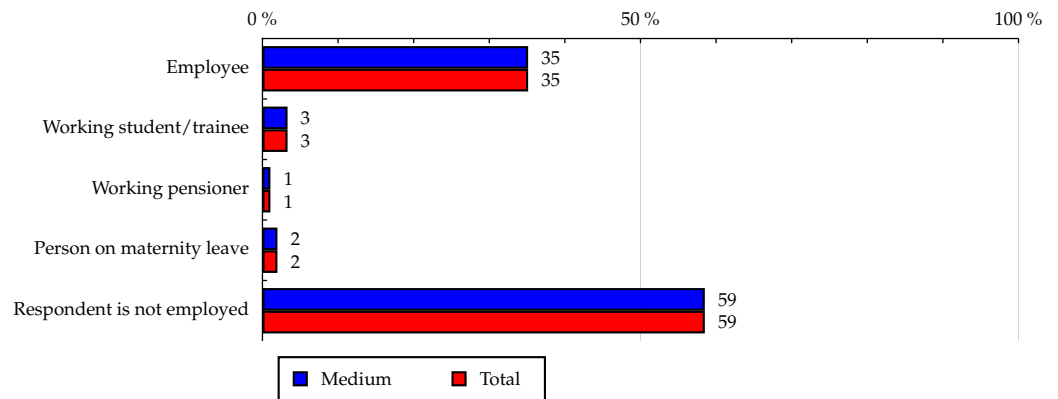
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	35.14	2 341 329	85.77	32.02	2 828 348 054	103 614.55	87.79	35.14	2 341 329	32.02	2 828 348 054
Working student/trainee	3.32	221 419	72.28	3.02	267 104 829	87 197.47	73.98	3.32	221 419	3.02	267 104 829
Working pensioner	1.05	69 725	36.20	1.05	92 873 528	48 217.42	37.05	1.05	69 725	1.05	92 873 528
Person on maternity leave	1.98	131 674	81.40	1.98	175 214 528	108 317.45	83.32	1.98	131 674	1.98	175 214 528
Respondent is not employed	58.51	3 898 048	113.69	61.93	5 470 843 231	159 562.29	116.37	58.51	3 898 048	61.93	5 470 843 231

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

Chart 18: Economically Active as by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

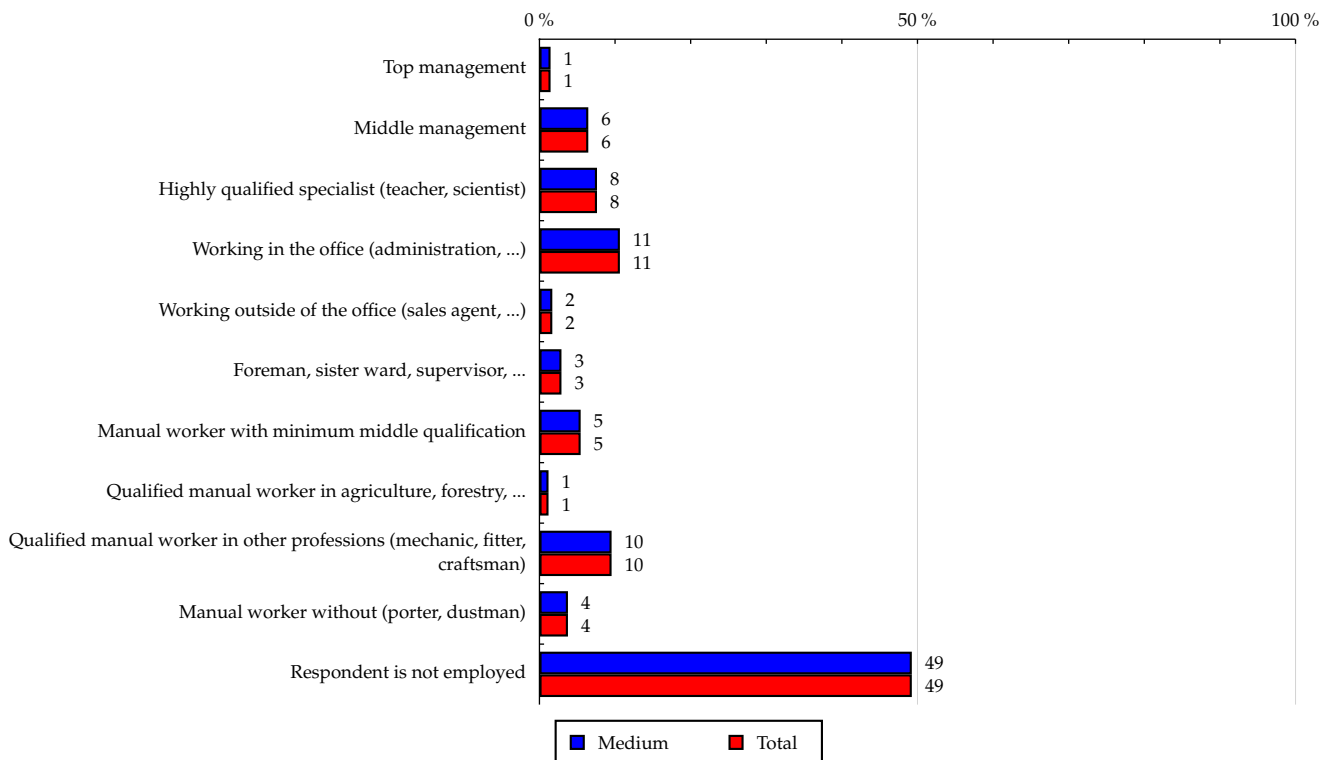
TOTAL

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	1.47	98 091	107.05	1.58	139 330 316	152 060.71	109.57	1.47	98 091	1.58	139 330 316
Middle management	6.46	430 456	82.36	6.05	534 369 025	102 237.47	84.30	6.46	430 456	6.05	534 369 025
Highly qualified specialist (teacher, scientist)	7.61	507 231	88.40	6.48	572 414 236	99 755.88	90.48	7.61	507 231	6.48	572 414 236
Working in the office (administration, ...)	10.64	709 176	108.29	9.23	815 501 970	124 526.12	110.84	10.64	709 176	9.23	815 501 970
Working outside of the office (sales agent, ...)	1.70	112 991	90.29	1.74	153 507 882	122 668.42	92.42	1.70	112 991	1.74	153 507 882
Foreman, sister ward, supervisor, ...	2.91	193 558	94.38	2.56	226 241 264	110 317.15	96.60	2.91	193 558	2.56	226 241 264
Manual worker with minimum middle qualification	5.45	362 927	80.18	6.11	539 689 951	119 229.82	82.07	5.45	362 927	6.11	539 689 951
Qualified manual worker in agriculture, forestry, ...	1.20	80 198	98.52	1.20	106 356 825	130 659.61	100.84	1.20	80 198	1.20	106 356 825
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.54	635 328	80.91	10.50	927 307 693	118 091.31	82.81	9.54	635 328	10.50	927 307 693
Manual worker without (porter, dustman)	3.77	251 154	83.30	3.93	347 199 662	115 161.82	85.27	3.77	251 154	3.93	347 199 662
Respondent is not employed	49.25	3 281 083	108.46	50.63	4 472 465 346	147 848.70	111.02	49.25	3 281 083	50.63	4 472 465 346

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

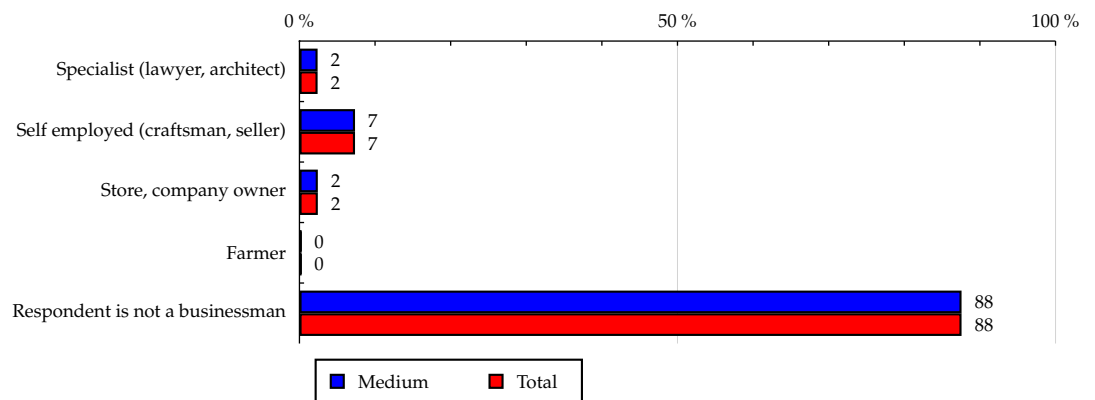
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.40	160 148	75.13	2.17	191 970 777	90 061.80	76.90	2.40	160 148	2.17	191 970 777
Self employed (craftsman, seller)	7.35	489 790	83.23	7.58	669 258 765	113 732.07	85.19	7.35	489 790	7.58	669 258 765
Store, company owner	2.43	161 930	84.34	2.81	248 607 453	129 480.06	86.32	2.43	161 930	2.81	248 607 453
Farmer	0.25	16 556	121.78	0.24	21 168 306	155 703.95	124.65	0.25	16 556	0.24	21 168 306
Respondent is not a businessman	87.57	5 833 770	100.38	87.20	7 703 378 869	132 546.56	102.74	87.57	5 833 770	87.20	7 703 378 869

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

Chart 20: Business Activities by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

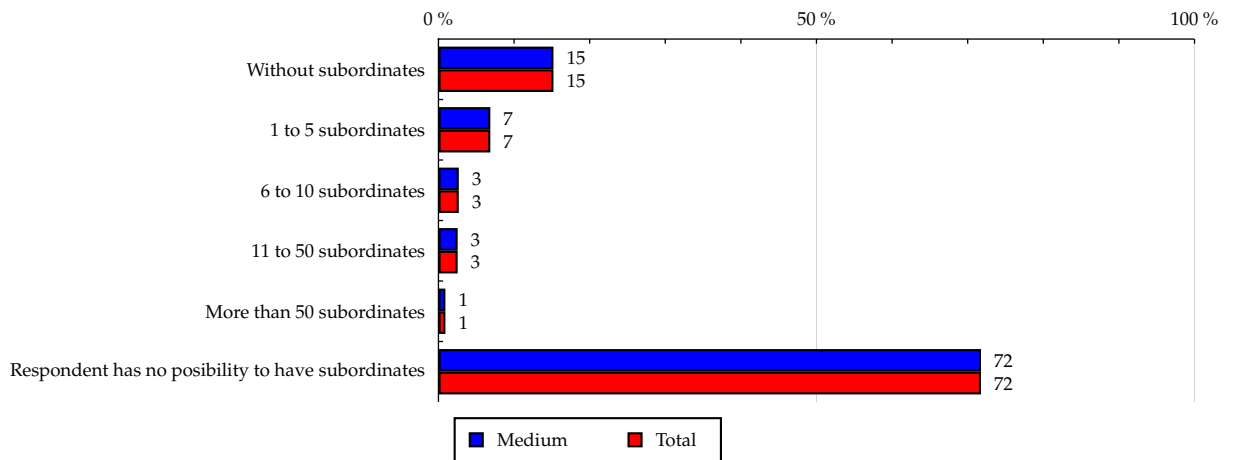
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	15.21	1 013 569	75.49	17.10	1 510 567 171	112 506.35	77.27	15.21	1 013 569	17.10	1 510 567 171
1 to 5 subordinates	6.86	457 322	81.87	7.13	630 122 237	112 805.05	83.80	6.86	457 322	7.13	630 122 237
6 to 10 subordinates	2.69	179 485	91.24	2.41	212 480 922	108 016.68	93.39	2.69	179 485	2.41	212 480 922
11 to 50 subordinates	2.54	169 496	95.17	2.22	196 179 143	110 147.99	97.41	2.54	169 496	2.22	196 179 143
More than 50 subordinates	0.92	61 396	108.31	1.01	89 033 496	157 070.74	110.86	0.92	61 396	1.01	89 033 496
Respondent has no possibility to have subordinates	71.76	4 780 926	106.57	70.14	6 196 001 202	138 109.68	109.08	71.76	4 780 926	70.14	6 196 001 202

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

Chart 21: Number of Subordinates by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

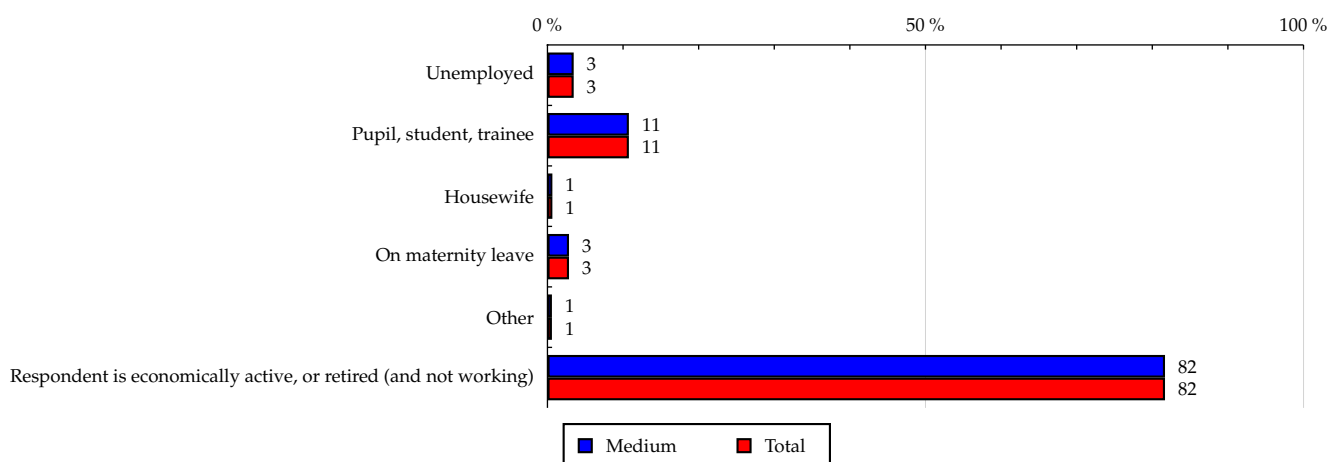
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	3.47	231 047	98.37	3.32	292 874 007	124 694.98	100.69	3.47	231 047	3.32	292 874 007
Pupil, student, trainee	10.77	717 403	95.28	10.62	938 347 067	124 623.87	97.52	10.77	717 403	10.62	938 347 067
Housewife	0.65	43 184	98.92	0.51	44 708 047	102 412.22	101.25	0.65	43 184	0.51	44 708 047
On maternity leave	2.85	189 999	122.37	2.85	252 112 347	162 380.73	125.26	2.85	189 999	2.85	252 112 347
Other	0.59	38 976	147.81	0.85	75 063 698	284 666.41	151.29	0.59	38 976	0.85	75 063 698
Respondent is economically active, or retired (and not working)	81.68	5 441 586	97.07	81.85	7 231 279 005	128 993.26	99.35	81.68	5 441 586	81.85	7 231 279 005

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

Chart 22: Economically Inactive as by RU(%)



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

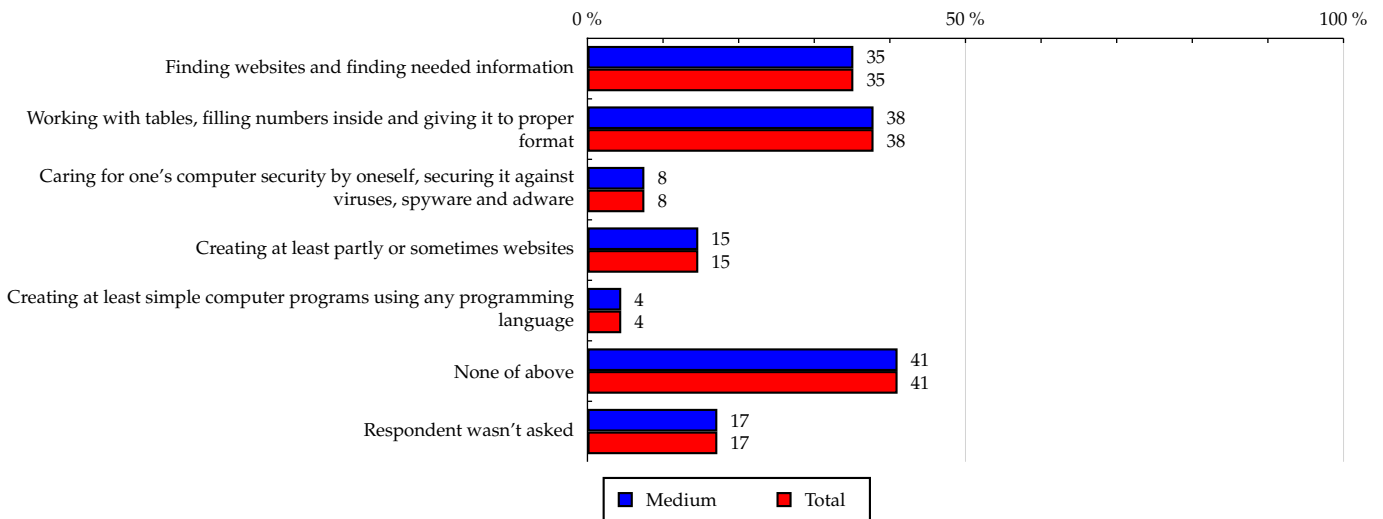
TOTAL

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	35.17	2 343 053	98.37	36.99	3 267 542 883	137 190.40	100.69	35.17	2 343 053	36.99	3 267 542 883
Working with tables, filling numbers inside and giving it to proper format	37.84	2 520 891	91.41	38.93	3 439 124 702	124 711.91	93.57	37.84	2 520 891	38.93	3 439 124 702
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	7.53	501 405	72.94	6.73	594 135 307	86 423.92	74.65	7.53	501 405	6.73	594 135 307
Creating at least partly or sometimes websites	14.66	976 957	92.83	15.03	1 327 872 315	126 180.41	95.02	14.66	976 957	15.03	1 327 872 315
Creating at least simple computer programs using any programming language	4.47	298 035	83.27	3.60	318 428 007	88 967.93	85.23	4.47	298 035	3.60	318 428 007
None of above	41.02	2 733 155	142.01	40.60	3 587 053 846	186 371.29	145.35	41.02	2 733 155	40.60	3 587 053 846
Respondent wasn't asked	17.18	1 144 725	68.18	18.10	1 598 672 055	95 217.63	69.79	17.18	1 144 725	18.10	1 598 672 055

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

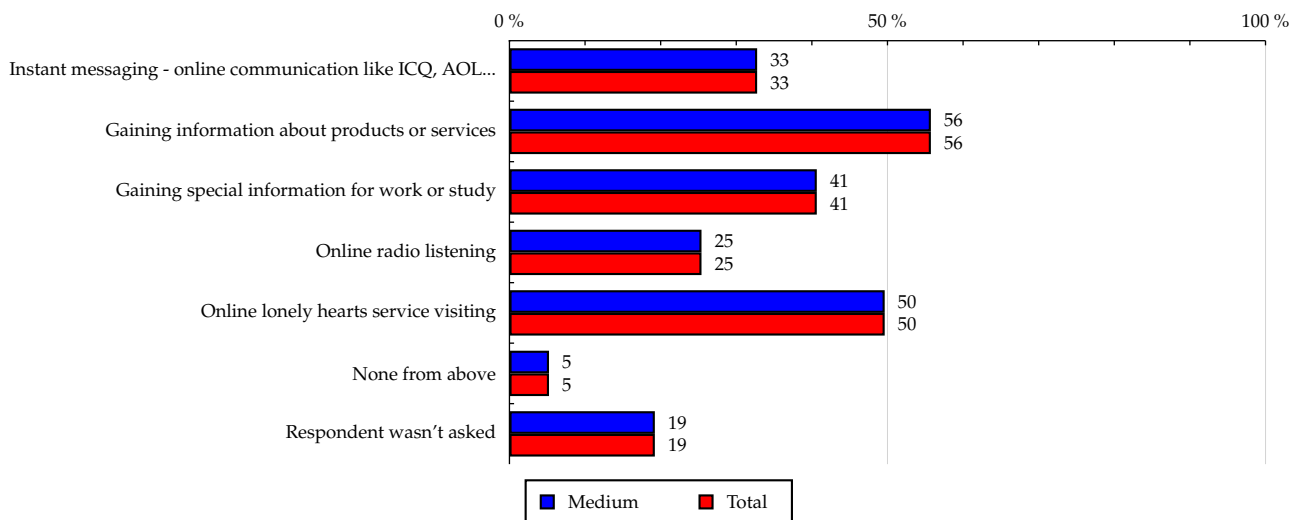
TOTAL

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...	32.76	2 182 740	69.33	31.08	2 745 735 275	87 208.32	70.96	32.76	2 182 740	31.08	2 745 735 275
Gaining information about products or services	55.74	3 713 833	92.38	55.38	4 892 105 430	121 689.06	94.55	55.74	3 713 833	55.38	4 892 105 430
Gaining special information for work or study	40.65	2 708 249	98.76	39.03	3 447 622 409	125 727.06	101.09	40.65	2 708 249	39.03	3 447 622 409
Online radio listening	25.40	1 691 895	89.16	25.82	2 281 361 450	120 218.85	91.26	25.40	1 691 895	25.82	2 281 361 450
Online lonely hearts service visiting	49.63	3 306 242	109.57	53.41	4 718 647 253	156 379.31	112.15	49.63	3 306 242	53.41	4 718 647 253
None from above	5.23	348 464	148.54	4.37	386 146 177	164 597.64	152.03	5.23	348 464	4.37	386 146 177
Respondent wasn't asked	19.23	1 280 900	149.67	21.87	1 931 758 256	225 725.32	153.20	19.23	1 280 900	21.87	1 931 758 256

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

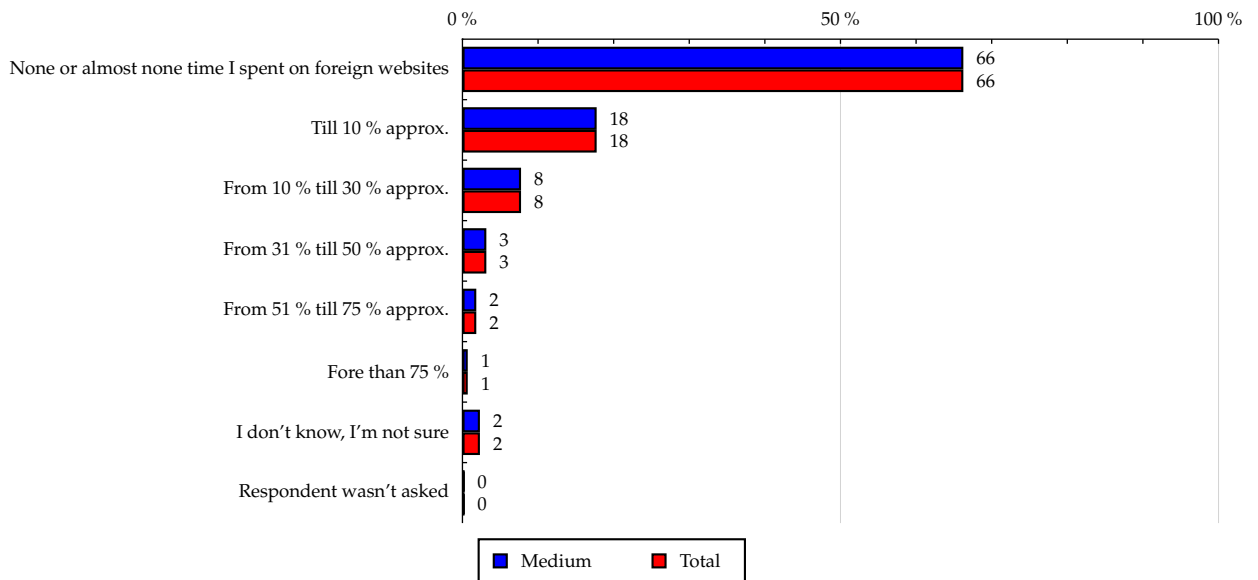
TOTAL

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	66.25	4 413 734	170.86	68.57	6 057 324 568	234 487.81	174.88	66.25	4 413 734	68.57	6 057 324 568
Till 10 % approx.	17.75	1 182 683	62.20	17.59	1 554 409 199	81 745.28	63.66	17.75	1 182 683	17.59	1 554 409 199
From 10 % till 30 % approx.	7.75	516 607	46.79	8.04	710 560 603	64 354.72	47.89	7.75	516 607	8.04	710 560 603
From 31 % till 50 % approx.	3.16	210 599	41.61	2.41	213 285 529	42 137.82	42.59	3.16	210 599	2.41	213 285 529
From 51 % till 75 % approx.	1.83	121 756	52.65	1.21	106 458 047	46 030.76	53.88	1.83	121 756	1.21	106 458 047
Fore than 75 %	0.70	46 656	54.99	0.62	54 343 785	64 055.25	56.29	0.70	46 656	0.62	54 343 785
I don't know, I'm not sure	2.31	153 720	45.73	1.48	130 736 326	38 892.64	46.81	2.31	153 720	1.48	130 736 326
Respondent wasn't asked	0.25	16 437	22.91	0.08	7 266 112	10 128.72	23.45	0.25	16 437	0.08	7 266 112

Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, January 2014

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".