

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

February 2014

Basic information	
The size of Internet population in the Czech Republic	6 711 922
Number of respondents	
Medium	N = 15 000
Total (for all measured media)	N = 15 000
RU(number)	6 557 548
Reach(%)	97.70
PV(number) (from Czech visitors)	7 765 911 913
PV(number) (from all visitors)	8 350 725 667
GRP (%)	115 703.25

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

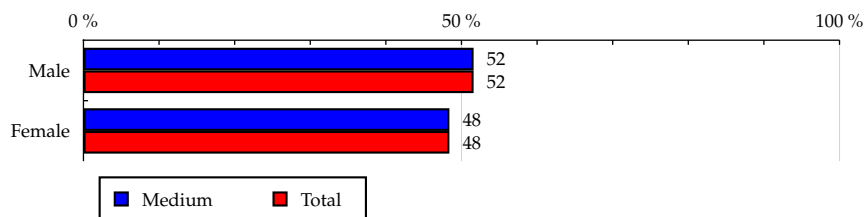
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.60	3 383 532	97.68	55.14	4 282 381 723	123 631.66	99.98	51.60	3 383 532	55.14	4 282 381 723
Female	48.40	3 174 015	97.72	44.86	3 483 530 189	107 248.27	100.02	48.40	3 174 015	44.86	3 483 530 189

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

Chart 1: Sex by RU(%)



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

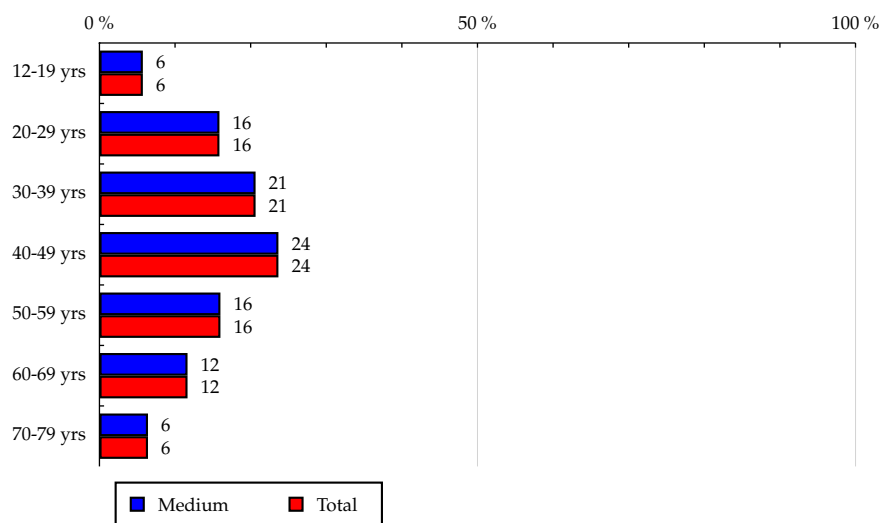
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	5.74	376 313	87.10	1.91	148 297 244	34 324.54	89.15	5.74	376 313	1.91	148 297 244
20-29 yrs	15.87	1 040 625	97.82	16.72	1 298 365 789	122 052.94	100.13	15.87	1 040 625	16.72	1 298 365 789
30-39 yrs	20.65	1 353 869	99.00	19.97	1 551 178 490	113 432.77	101.33	20.65	1 353 869	19.97	1 551 178 490
40-49 yrs	23.67	1 552 468	98.31	24.45	1 898 604 779	120 227.02	100.62	23.67	1 552 468	24.45	1 898 604 779
50-59 yrs	16.00	1 049 157	98.23	17.63	1 369 242 834	128 197.89	100.54	16.00	1 049 157	17.63	1 369 242 834
60-69 yrs	11.65	764 133	98.67	12.82	995 810 090	128 587.72	100.99	11.65	764 133	12.82	995 810 090
70-79 yrs	6.42	420 980	98.60	6.50	504 412 687	118 144.87	100.92	6.42	420 980	6.50	504 412 687

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

Chart 2: Age by RU(%)



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

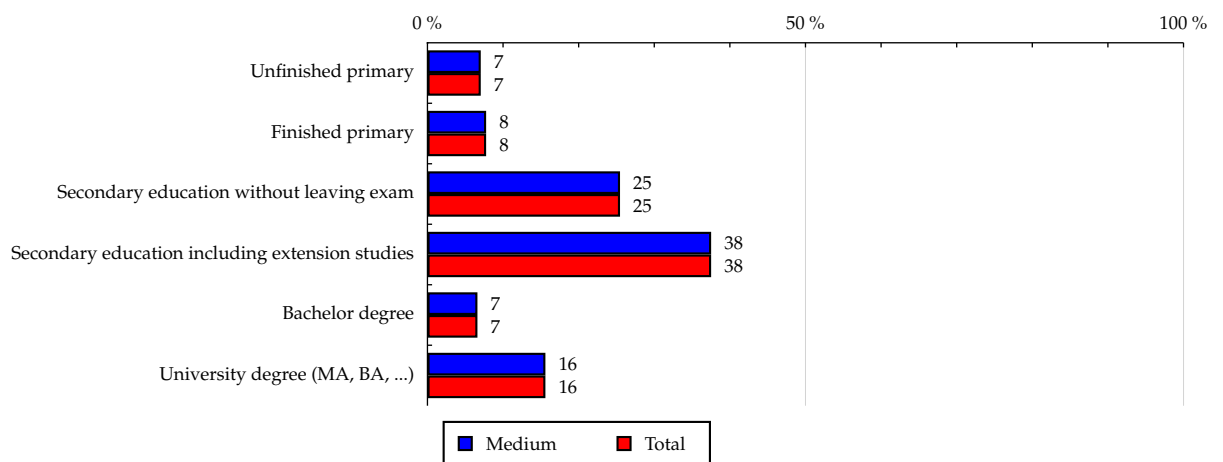
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.05	462 128	88.55	2.82	218 653 164	41 898.53	90.64	7.05	462 128	2.82	218 653 164
Finished primary	7.76	508 942	97.69	8.63	670 580 359	128 712.48	99.99	7.76	508 942	8.63	670 580 359
Secondary education without leaving exam	25.47	1 669 947	97.90	29.29	2 274 916 229	133 365.25	100.20	25.47	1 669 947	29.29	2 274 916 229
Secondary education including extension studies	37.52	2 460 313	98.69	39.17	3 042 042 609	122 028.94	101.02	37.52	2 460 313	39.17	3 042 042 609
Bachelor degree	6.61	433 208	99.01	6.48	503 119 573	114 982.64	101.34	6.61	433 208	6.48	503 119 573
University degree (MA, BA, ...)	15.60	1 023 009	99.05	13.61	1 056 599 979	102 300.33	101.38	15.60	1 023 009	13.61	1 056 599 979

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

Chart 3: Highest Education by RU(%)



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

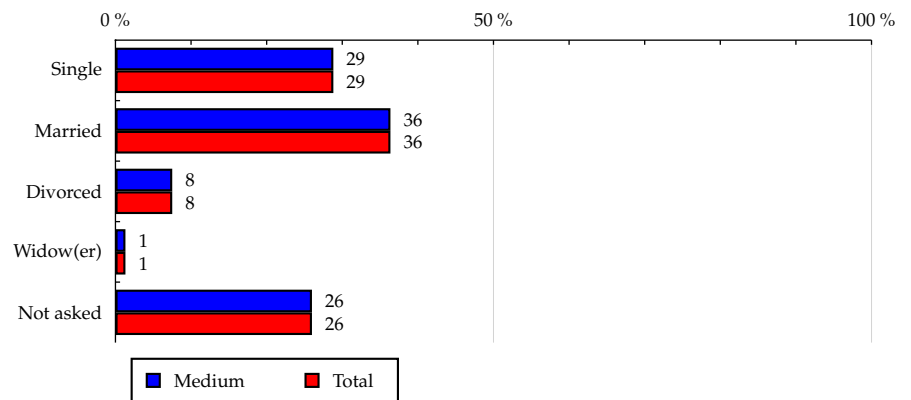
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	28.82	1 890 132	81.58	27.92	2 168 421 078	93 587.10	83.50	28.82	1 890 132	27.92	2 168 421 078
Married	36.37	2 384 730	101.06	35.01	2 718 631 512	115 210.02	103.44	36.37	2 384 730	35.01	2 718 631 512
Divorced	7.51	492 251	60.82	6.61	513 079 887	63 393.48	62.25	7.51	492 251	6.61	513 079 887
Widow(er)	1.32	86 233	64.09	1.13	87 694 896	65 175.35	65.60	1.32	86 233	1.13	87 694 896
Not asked	25.99	1 704 200	156.16	29.33	2 278 084 540	208 752.34	159.84	25.99	1 704 200	29.33	2 278 084 540

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

Chart 4: Marital Status by RU(%)



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

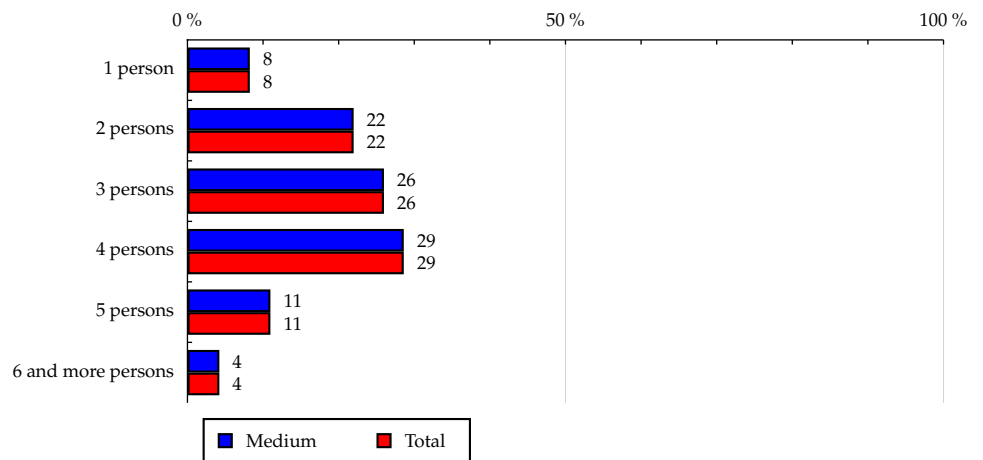
TOTAL

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	8.25	540 884	67.97	8.79	682 855 996	85 811.50	69.57	8.25	540 884	8.79	682 855 996
2 persons	21.98	1 441 021	80.87	22.73	1 764 962 126	99 048.82	82.77	21.98	1 441 021	22.73	1 764 962 126
3 persons	25.99	1 704 215	103.86	27.93	2 169 126 011	132 197.64	106.31	25.99	1 704 215	27.93	2 169 126 011
4 persons	28.61	1 875 878	108.41	26.29	2 041 411 158	117 971.79	110.96	28.61	1 875 878	26.29	2 041 411 158
5 persons	10.97	719 054	144.80	10.90	846 404 159	170 450.81	148.21	10.97	719 054	10.90	846 404 159
6 and more persons	4.22	276 495	103.78	3.36	261 152 463	98 016.90	106.22	4.22	276 495	3.36	261 152 463

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

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



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

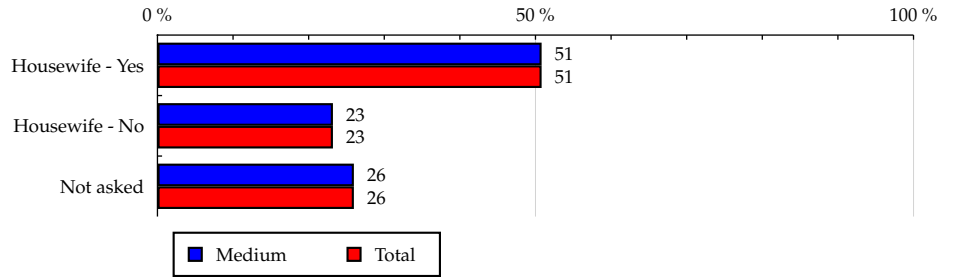
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	50.81	3 332 100	82.04	48.21	3 743 584 845	92 167.52	83.97	50.81	3 332 100	48.21	3 743 584 845
Housewife - No	23.21	1 521 971	97.51	22.46	1 744 600 026	111 769.26	99.80	23.21	1 521 971	22.46	1 744 600 026
Not asked	25.98	1 703 476	156.38	29.33	2 277 727 042	209 098.24	160.06	25.98	1 703 476	29.33	2 277 727 042

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

Chart 6: Housewife by RU(%)



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

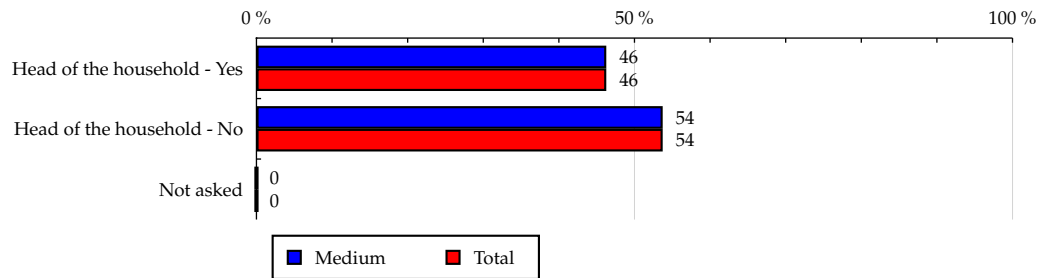
TOTAL

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	46.27	3 034 413	89.95	46.77	3 631 859 908	107 655.53	92.06	46.27	3 034 413	46.77	3 631 859 908
Head of the household - No	53.73	3 523 134	105.54	53.23	4 134 052 004	123 835.98	108.02	53.73	3 523 134	53.23	4 134 052 004
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

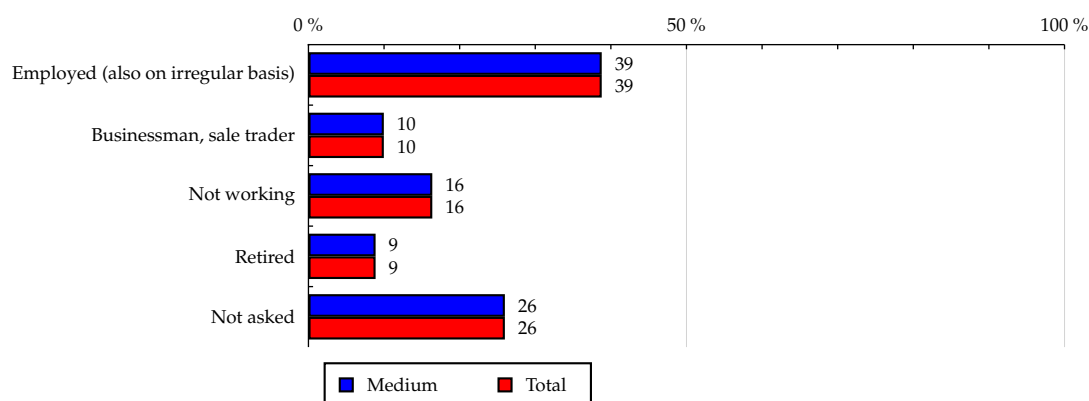
TOTAL

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)	38.79	2 543 672	80.06	36.12	2 804 931 927	88 279.56	81.94	38.79	2 543 672	36.12	2 804 931 927
Businessman, sale trader	9.97	653 938	74.03	9.45	733 939 109	83 083.45	75.77	9.97	653 938	9.45	733 939 109
Not working	16.38	1 074 142	98.17	15.68	1 218 058 179	111 327.60	100.49	16.38	1 074 142	15.68	1 218 058 179
Retired	8.88	582 318	124.48	9.42	731 255 656	156 322.35	127.41	8.88	582 318	9.42	731 255 656
Not asked	25.98	1 703 476	156.38	29.33	2 277 727 042	209 098.24	160.06	25.98	1 703 476	29.33	2 277 727 042

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

Chart 8: Economic Activity by RU(%)



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

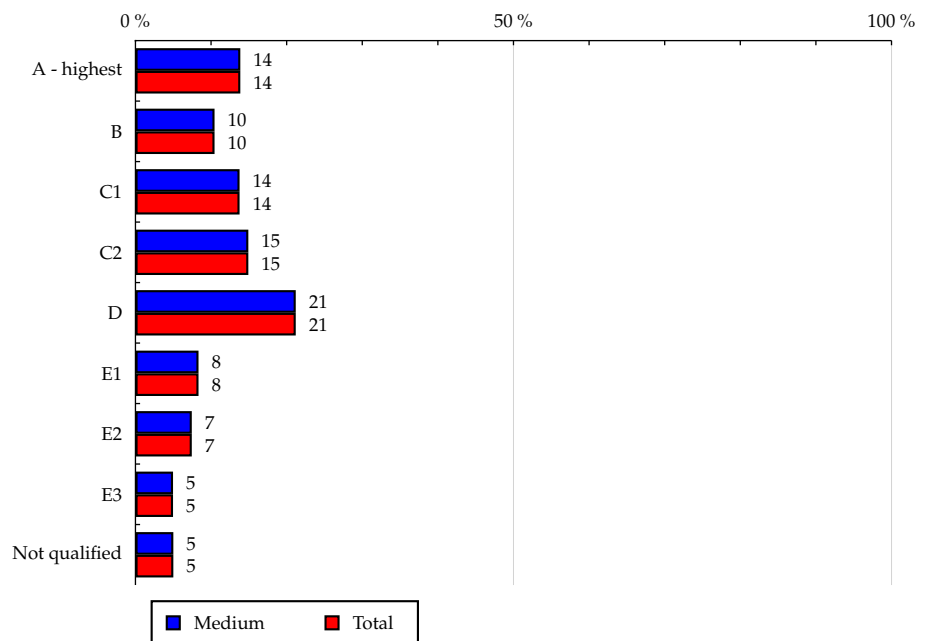
TOTAL

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	13.87	909 367	85.77	12.80	993 892 777	93 747.05	87.79	13.87	909 367	12.80	993 892 777
B	10.46	685 965	106.69	10.74	833 975 382	129 709.98	109.20	10.46	685 965	10.74	833 975 382
C1	13.77	903 246	89.65	12.99	1 008 667 198	100 113.56	91.76	13.77	903 246	12.99	1 008 667 198
C2	14.93	979 209	100.44	16.66	1 294 107 421	132 745.23	102.81	14.93	979 209	16.66	1 294 107 421
D	21.20	1 389 996	101.47	20.94	1 626 168 342	118 708.83	103.86	21.20	1 389 996	20.94	1 626 168 342
E1	8.34	546 717	103.71	9.18	713 012 782	135 251.35	106.15	8.34	546 717	9.18	713 012 782
E2	7.45	488 642	101.37	7.42	576 187 669	119 530.92	103.76	7.45	488 642	7.42	576 187 669
E3	4.97	326 067	100.30	5.74	446 146 881	137 242.75	102.67	4.97	326 067	5.74	446 146 881
Not qualified	5.01	328 333	101.90	3.53	273 753 461	84 962.86	104.30	5.01	328 333	3.53	273 753 461

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

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



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

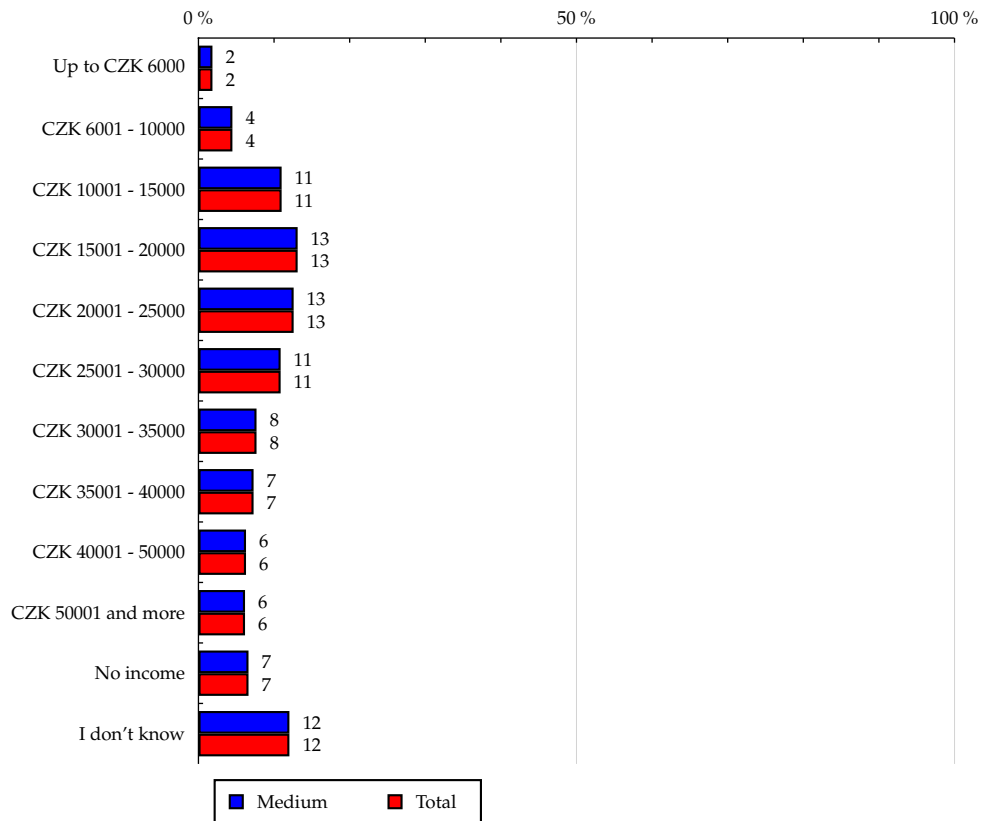
TOTAL

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	1.85	121 544	92.02	2.65	205 491 357	155 578.48	94.19	1.85	121 544	2.65	205 491 357
CZK 6001 - 10000	4.49	294 581	127.34	4.57	355 215 263	153 546.56	130.33	4.49	294 581	4.57	355 215 263
CZK 10001 - 15000	11.00	721 381	98.14	12.03	934 028 620	127 072.82	100.45	11.00	721 381	12.03	934 028 620
CZK 15001 - 20000	13.12	860 246	92.18	13.48	1 046 711 734	112 161.93	94.35	13.12	860 246	13.48	1 046 711 734
CZK 20001 - 25000	12.59	825 638	97.62	13.10	1 017 720 557	120 330.58	99.92	12.59	825 638	13.10	1 017 720 557
CZK 25001 - 30000	10.87	712 528	89.40	11.37	883 078 414	110 801.13	91.51	10.87	712 528	11.37	883 078 414
CZK 30001 - 35000	7.68	503 925	84.30	7.64	593 694 371	99 321.93	86.29	7.68	503 925	7.64	593 694 371
CZK 35001 - 40000	7.29	478 203	92.82	7.85	609 981 896	118 393.45	95.00	7.29	478 203	7.85	609 981 896
CZK 40001 - 50000	6.29	412 625	88.78	5.78	448 727 498	96 549.74	90.87	6.29	412 625	5.78	448 727 498
CZK 50001 and more	6.16	404 062	93.39	5.51	428 235 106	98 974.94	95.59	6.16	404 062	5.51	428 235 106
No income	6.62	434 100	93.34	3.82	296 367 690	63 727.93	95.54	6.62	434 100	3.82	296 367 690
I don't know	12.03	788 708	140.33	12.19	946 659 406	168 433.42	143.63	12.03	788 708	12.19	946 659 406

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

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



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

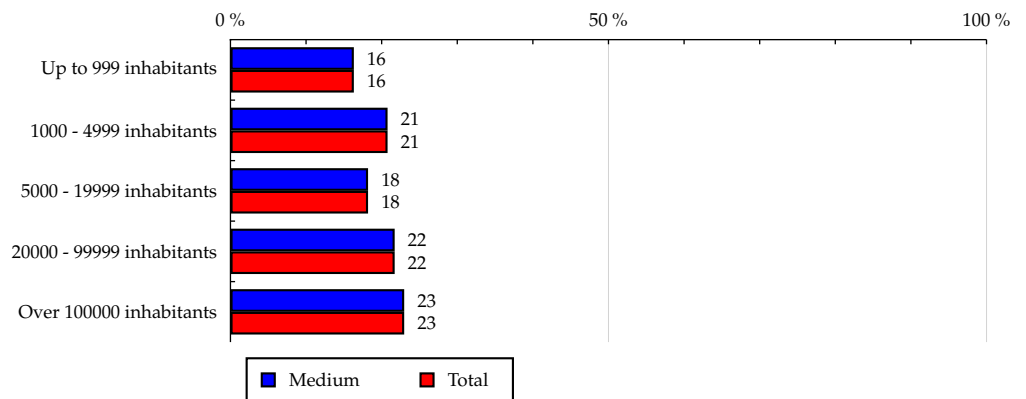
TOTAL

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	16.32	1 070 290	98.02	16.17	1 255 796 487	115 005.09	100.32	16.32	1 070 290	16.17	1 255 796 487
1000 - 4999 inhabitants	20.78	1 362 736	97.69	20.73	1 609 999 539	115 412.82	99.99	20.78	1 362 736	20.73	1 609 999 539
5000 - 19999 inhabitants	18.20	1 193 325	98.07	19.11	1 484 265 950	121 981.91	100.38	18.20	1 193 325	19.11	1 484 265 950
20000 - 99999 inhabitants	21.72	1 424 265	97.50	21.89	1 699 783 565	116 356.93	99.79	21.72	1 424 265	21.89	1 699 783 565
Over 100000 inhabitants	22.98	1 506 928	97.39	22.10	1 716 066 373	110 903.29	99.68	22.98	1 506 928	22.10	1 716 066 373

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

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



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

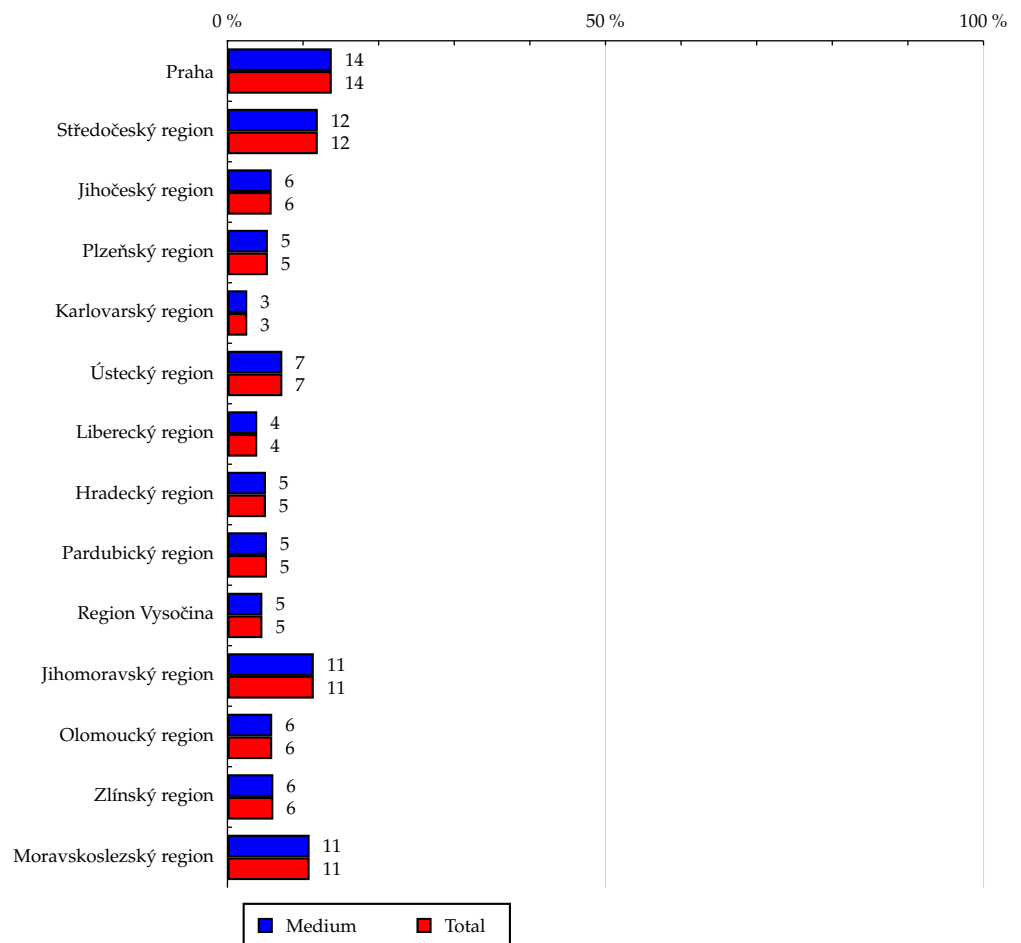
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.80	904 758	96.48	13.91	1 080 602 656	115 228.01	98.75	13.80	904 758	13.91	1 080 602 656
Středočeský region	11.95	783 611	98.40	11.99	931 439 871	116 960.05	100.71	11.95	783 611	11.99	931 439 871
Jihočeský region	5.85	383 825	98.92	5.54	430 457 082	110 936.52	101.25	5.85	383 825	5.54	430 457 082
Plzeňský region	5.35	351 004	98.48	5.01	389 215 727	109 205.11	100.80	5.35	351 004	5.01	389 215 727
Karlovarský region	2.62	171 659	98.86	2.09	162 408 617	93 530.73	101.19	2.62	171 659	2.09	162 408 617
Ústecký region	7.26	475 994	97.09	8.24	640 223 708	130 593.12	99.38	7.26	475 994	8.24	640 223 708
Liberecký region	3.94	258 404	96.44	3.65	283 664 120	105 867.06	98.71	3.94	258 404	3.65	283 664 120
Hradecký region	5.09	334 069	97.00	4.89	379 418 263	110 170.05	99.29	5.09	334 069	4.89	379 418 263
Pardubický region	5.23	342 743	98.56	5.22	405 594 234	116 634.28	100.88	5.23	342 743	5.22	405 594 234
Region Vysočina	4.62	303 132	98.39	4.68	363 541 417	118 001.45	100.71	4.62	303 132	4.68	363 541 417
Jihomoravský region	11.42	748 751	97.66	10.67	828 819 557	108 101.04	99.96	11.42	748 751	10.67	828 819 557
Olomoucký region	5.92	388 344	95.37	5.63	436 986 722	107 310.51	97.61	5.92	388 344	5.63	436 986 722
Zlínský region	6.07	398 172	98.49	8.08	627 443 209	155 206.08	100.81	6.07	398 172	8.08	627 443 209
Moravskoslezský region	10.87	713 080	98.62	10.38	806 096 730	111 480.89	100.94	10.87	713 080	10.38	806 096 730

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

Chart 12: Region by RU(%)



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

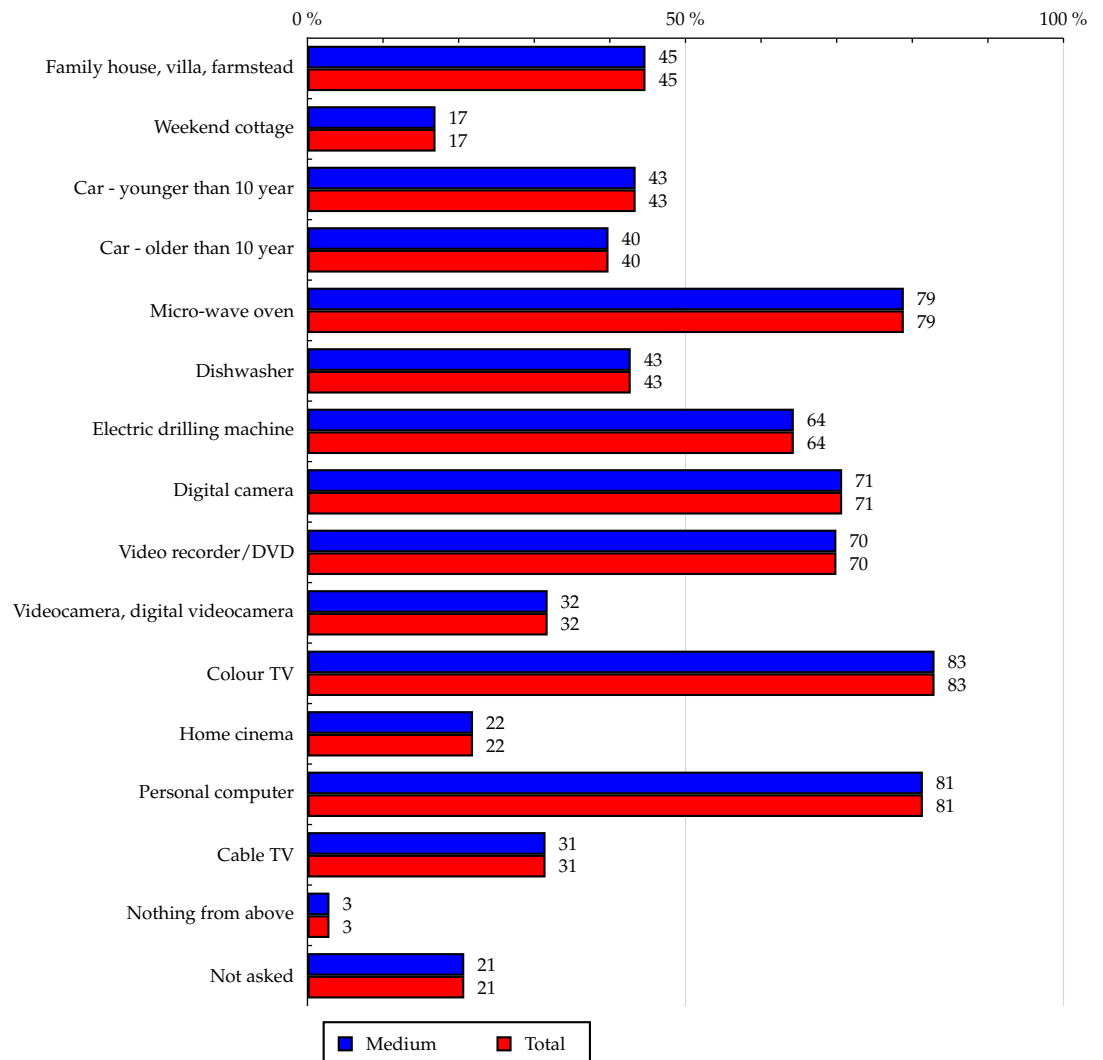
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	44.71	2 931 572	101.44	45.45	3 529 716 888	122 134.16	103.83	44.71	2 931 572	45.45	3 529 716 888
Weekend cottage	16.94	1 110 906	92.39	16.31	1 266 269 175	105 310.27	94.56	16.94	1 110 906	16.31	1 266 269 175
Car - younger than 10 year	43.41	2 846 724	99.63	41.13	3 193 783 316	111 772.98	101.97	43.41	2 846 724	41.13	3 193 783 316
Car - older than 10 year	39.82	2 611 345	96.58	41.66	3 234 965 078	119 648.68	98.86	39.82	2 611 345	41.66	3 234 965 078
Micro-wave oven	78.88	5 172 788	94.41	81.40	6 321 585 262	115 374.62	96.63	78.88	5 172 788	81.40	6 321 585 262
Dishwasher	42.76	2 804 191	99.40	42.11	3 270 011 730	115 906.62	101.74	42.76	2 804 191	42.11	3 270 011 730
Electric drilling machine	64.33	4 218 365	93.92	65.39	5 077 985 695	113 055.68	96.13	64.33	4 218 365	65.39	5 077 985 695
Digital camera	70.72	4 637 248	94.15	72.76	5 650 409 998	114 715.03	96.36	70.72	4 637 248	72.76	5 650 409 998
Video recorder/DVD	69.96	4 587 760	91.26	72.49	5 629 598 840	111 988.32	93.41	69.96	4 587 760	72.49	5 629 598 840
Videocamera, digital videocamera	31.77	2 083 371	88.94	30.56	2 373 211 886	101 309.90	91.03	31.77	2 083 371	30.56	2 373 211 886
Colour TV	82.94	5 438 937	94.55	85.29	6 623 245 718	115 136.44	96.77	82.94	5 438 937	85.29	6 623 245 718
Home cinema	21.90	1 436 368	84.27	21.03	1 633 290 223	95 818.45	86.25	21.90	1 436 368	21.03	1 633 290 223
Personal computer	81.40	5 337 939	92.65	83.68	6 498 476 714	112 797.68	94.83	81.40	5 337 939	83.68	6 498 476 714
Cable TV	31.49	2 064 677	83.16	30.55	2 372 270 265	95 544.71	85.11	31.49	2 064 677	30.55	2 372 270 265
Nothing from above	2.91	190 797	152.72	2.81	218 296 941	174 731.20	156.31	2.91	190 797	2.81	218 296 941
Not asked	20.74	1 359 957	160.73	23.77	1 845 582 061	218 129.14	164.52	20.74	1 359 957	23.77	1 845 582 061

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

Chart 13: Facilities by RU(%)



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

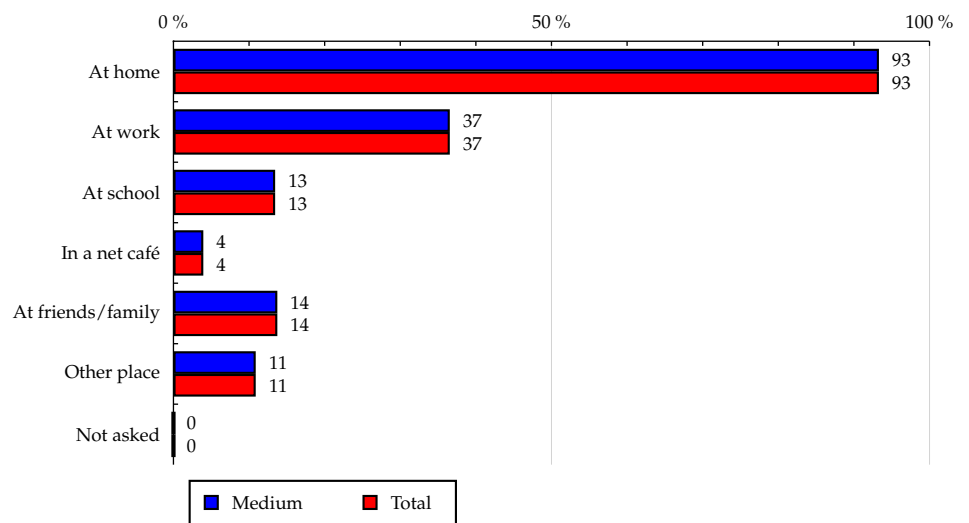
TOTAL

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	93.31	6 119 128	95.23	94.02	7 301 272 130	113 632.30	97.48	93.31	6 119 128	94.02	7 301 272 130
At work	36.55	2 396 656	95.29	35.06	2 723 070 579	108 272.88	97.54	36.55	2 396 656	35.06	2 723 070 579
At school	13.45	881 820	104.49	12.30	955 046 585	113 161.48	106.94	13.45	881 820	12.30	955 046 585
In a net café	3.95	258 763	71.89	3.57	277 275 939	77 031.83	73.58	3.95	258 763	3.57	277 275 939
At friends/family	13.74	900 693	84.82	12.30	955 530 303	89 986.36	86.82	13.74	900 693	12.30	955 530 303
Other place	10.88	713 580	79.79	10.75	834 579 528	93 324.37	81.67	10.88	713 580	10.75	834 579 528
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

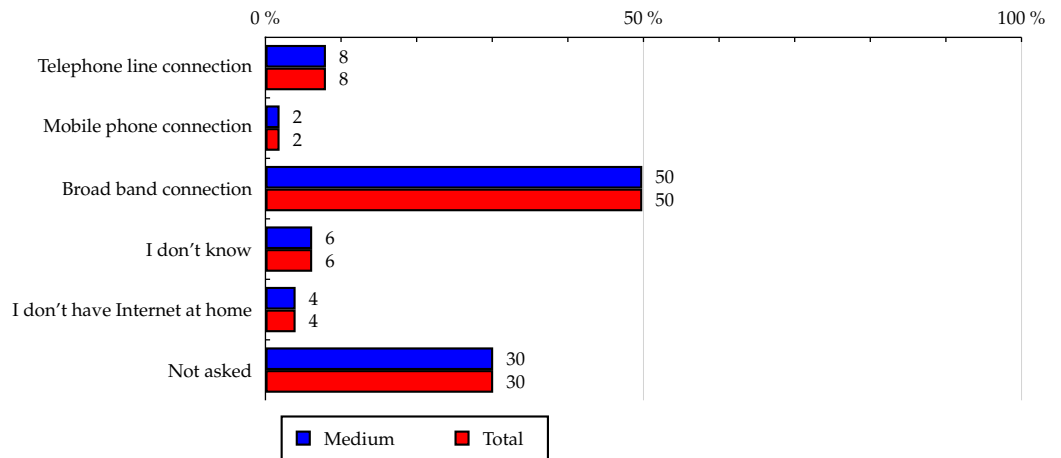
TOTAL

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	8.00	524 781	130.73	7.72	599 690 164	149 393.70	133.81	8.00	524 781	7.72	599 690 164
Mobile phone connection	1.87	122 303	113.88	1.73	134 115 841	124 880.18	116.56	1.87	122 303	1.73	134 115 841
Broad band connection	49.84	3 268 533	94.48	48.66	3 779 256 118	109 242.34	96.70	49.84	3 268 533	48.66	3 779 256 118
I don't know	6.18	405 280	134.66	5.03	390 762 464	129 833.72	137.83	6.18	405 280	5.03	390 762 464
I don't have Internet at home	3.99	261 575	150.08	3.93	305 021 643	175 006.90	153.61	3.99	261 575	3.93	305 021 643
Not asked	30.12	1 975 073	87.07	32.93	2 557 065 684	112 728.91	89.12	30.12	1 975 073	32.93	2 557 065 684

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

Chart 15: Connection from Home by RU(%)



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

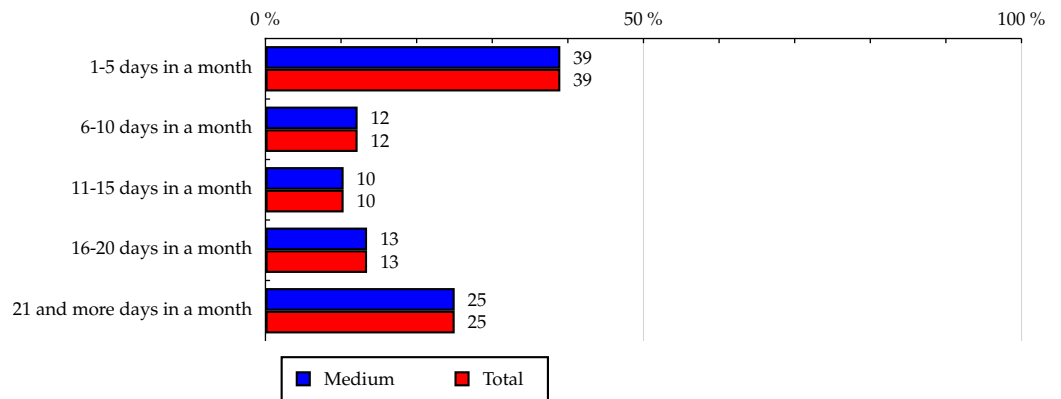
TOTAL

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	39.00	2 557 572	162.13	14.97	1 162 571 592	73 696.93	165.94	39.00	2 557 572	14.97	1 162 571 592
6-10 days in a month	12.19	799 311	76.61	3.06	237 255 423	22 740.25	78.42	12.19	799 311	3.06	237 255 423
11-15 days in a month	10.34	678 091	75.70	6.36	493 647 717	55 108.63	77.48	10.34	678 091	6.36	493 647 717
16-20 days in a month	13.44	881 362	84.70	15.63	1 213 901 212	116 653.07	86.69	13.44	881 362	15.63	1 213 901 212
21 and more days in a month	25.03	1 641 210	76.17	59.99	4 658 535 969	216 202.42	77.96	25.03	1 641 210	59.99	4 658 535 969

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

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



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

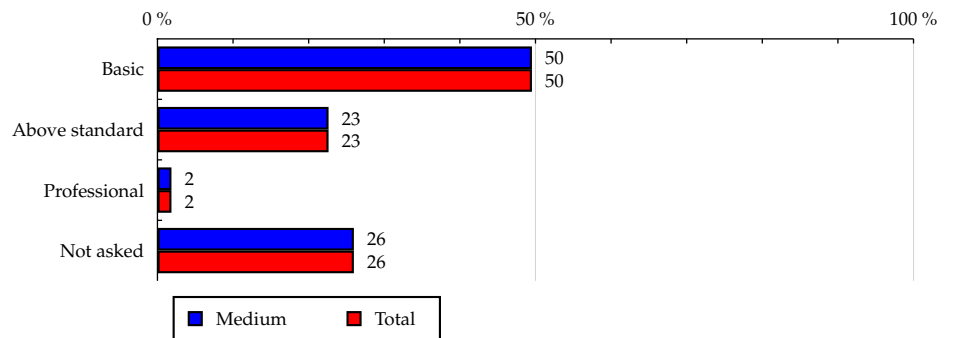
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	49.53	3 248 202	104.68	48.53	3 768 638 481	121 448.32	107.14	49.53	3 248 202	48.53	3 768 638 481
Above standard	22.63	1 484 248	65.36	20.68	1 606 122 526	70 725.57	66.90	22.63	1 484 248	20.68	1 606 122 526
Professional	1.85	121 621	48.92	1.46	113 423 864	45 623.14	50.07	1.85	121 621	1.46	113 423 864
Not asked	25.98	1 703 476	156.38	29.33	2 277 727 042	209 098.24	160.06	25.98	1 703 476	29.33	2 277 727 042

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

Chart 17: IT Knowledge by RU(%)



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

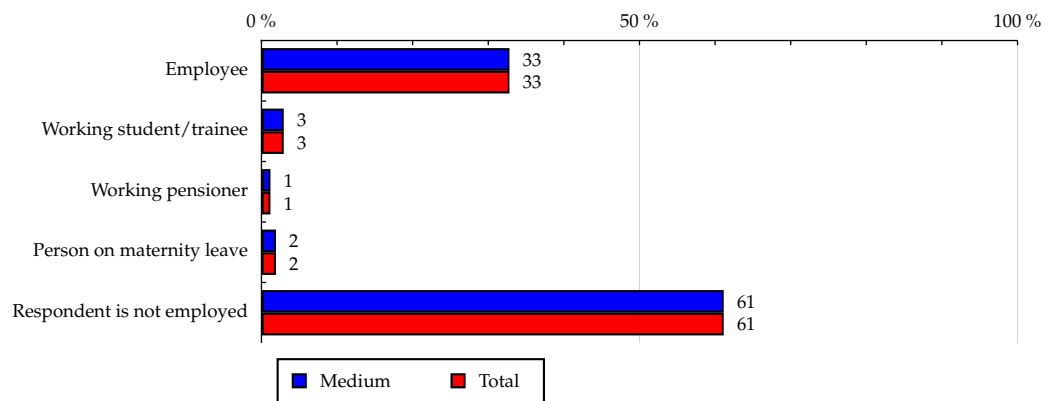
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	32.80	2 150 684	82.55	30.40	2 361 165 543	90 627.36	84.49	32.80	2 150 684	30.40	2 361 165 543
Working student/trainee	2.95	193 388	74.87	2.48	192 618 221	74 574.98	76.64	2.95	193 388	2.48	192 618 221
Working pensioner	1.19	78 149	35.71	1.44	111 787 930	51 078.26	36.55	1.19	78 149	1.44	111 787 930
Person on maternity leave	1.92	125 738	106.80	1.84	142 938 053	121 408.03	109.31	1.92	125 738	1.84	142 938 053
Respondent is not employed	61.14	4 009 586	114.18	63.84	4 957 402 166	141 168.64	116.87	61.14	4 009 586	63.84	4 957 402 166

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

Chart 18: Economically Active as by RU(%)



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

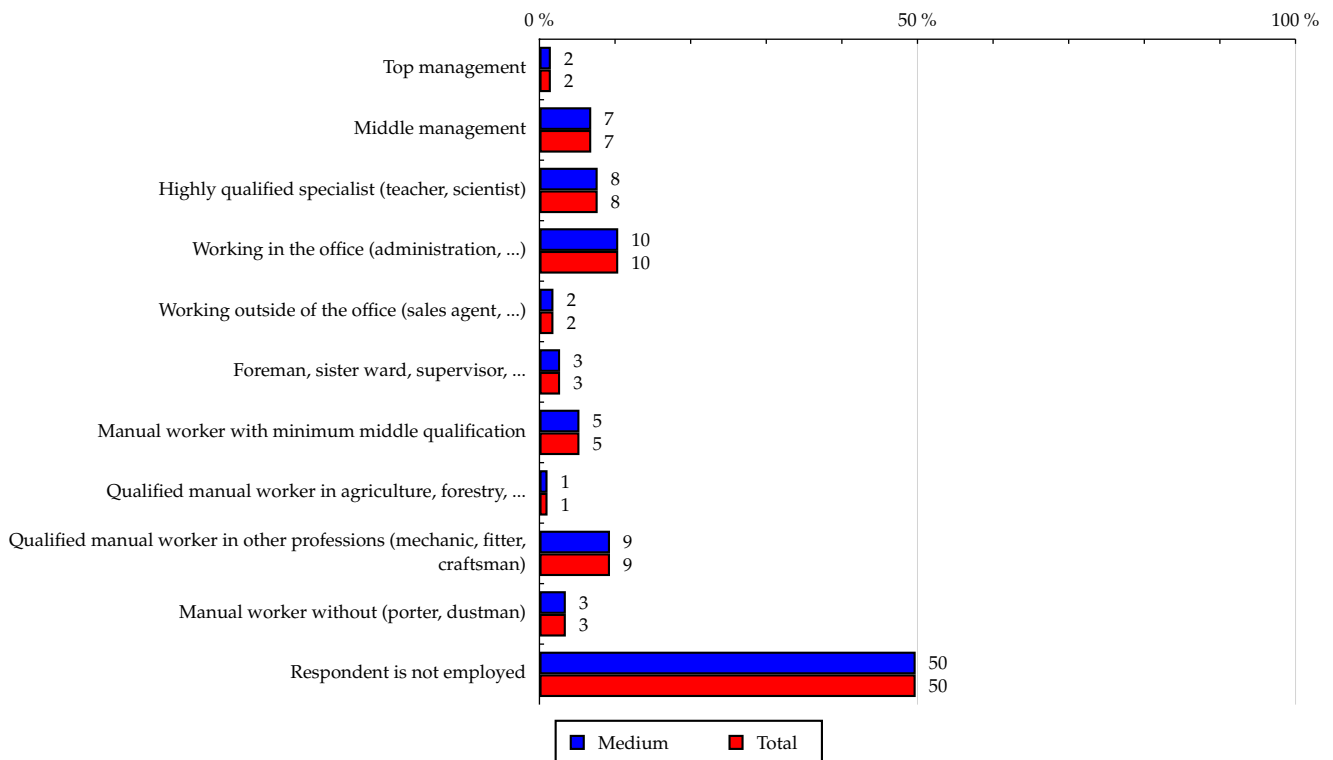
TOTAL

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	1.51	98 816	91.29	1.44	111 578 021	103 083.47	93.44	1.51	98 816	1.44	111 578 021
Middle management	6.85	449 425	84.93	6.31	489 913 294	92 582.50	86.93	6.85	449 425	6.31	489 913 294
Highly qualified specialist (teacher, scientist)	7.70	505 055	88.22	6.29	488 234 116	85 285.93	90.30	7.70	505 055	6.29	488 234 116
Working in the office (administration, ...)	10.42	683 149	104.64	10.28	798 090 890	122 244.16	107.10	10.42	683 149	10.28	798 090 890
Working outside of the office (sales agent, ...)	1.85	120 989	85.14	1.79	138 813 014	97 685.29	87.15	1.85	120 989	1.79	138 813 014
Foreman, sister ward, supervisor, ...	2.73	179 199	86.39	2.61	202 412 929	97 580.11	88.42	2.73	179 199	2.61	202 412 929
Manual worker with minimum middle qualification	5.29	346 799	86.99	5.67	440 398 573	110 466.57	89.04	5.29	346 799	5.67	440 398 573
Qualified manual worker in agriculture, forestry, ...	1.07	70 003	97.63	1.21	94 087 386	131 222.50	99.93	1.07	70 003	1.21	94 087 386
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.33	611 922	85.58	10.15	788 011 243	110 204.19	87.59	9.33	611 922	10.15	788 011 243
Manual worker without (porter, dustman)	3.49	228 824	81.47	4.20	325 961 632	116 053.92	83.39	3.49	228 824	4.20	325 961 632
Respondent is not employed	49.76	3 263 361	107.58	50.07	3 888 410 813	128 188.26	110.12	49.76	3 263 361	50.07	3 888 410 813

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

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



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

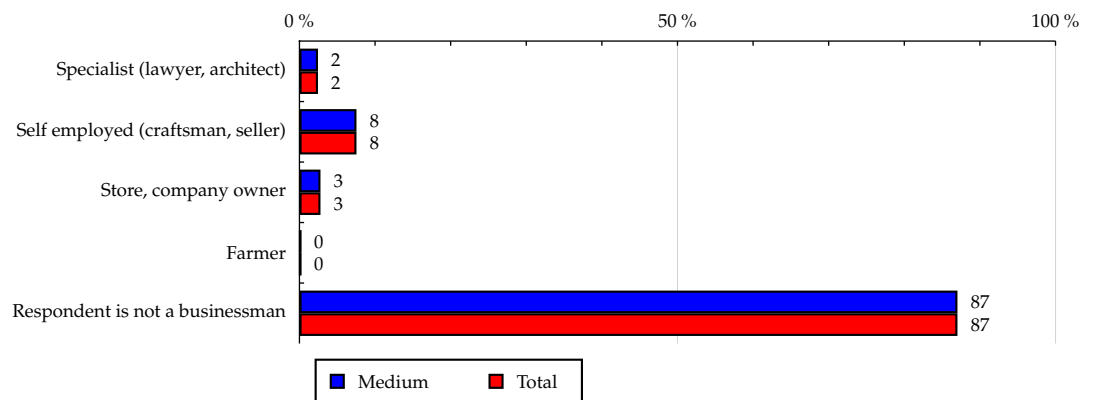
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.45	160 458	71.38	1.85	143 820 371	63 977.75	73.06	2.45	160 458	1.85	143 820 371
Self employed (craftsman, seller)	7.54	494 552	79.57	7.37	572 273 706	92 072.12	81.44	7.54	494 552	7.37	572 273 706
Store, company owner	2.78	182 290	91.97	2.87	223 014 710	112 510.08	94.13	2.78	182 290	2.87	223 014 710
Farmer	0.20	13 148	68.54	0.17	13 048 219	68 018.90	70.15	0.20	13 148	0.17	13 048 219
Respondent is not a businessman	87.03	5 707 097	101.04	87.74	6 813 754 906	120 636.41	103.42	87.03	5 707 097	87.74	6 813 754 906

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

Chart 20: Business Activities by RU(%)



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

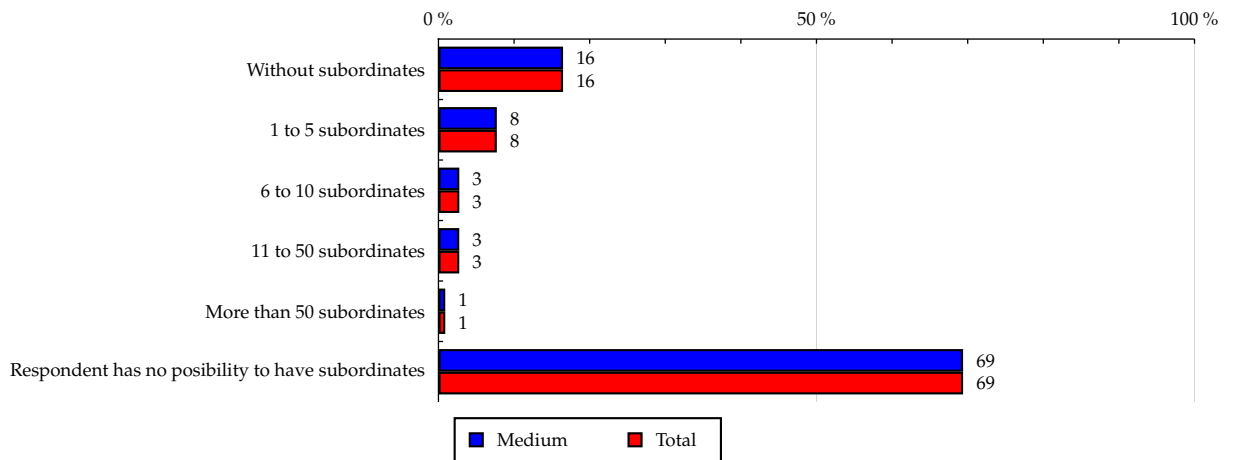
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	16.48	1 080 839	79.26	18.28	1 419 680 949	104 101.65	81.12	16.48	1 080 839	18.28	1 419 680 949
1 to 5 subordinates	7.72	506 024	82.05	7.85	609 427 970	98 817.11	83.98	7.72	506 024	7.85	609 427 970
6 to 10 subordinates	2.76	180 985	86.23	2.49	193 468 344	92 177.34	88.26	2.76	180 985	2.49	193 468 344
11 to 50 subordinates	2.75	180 107	82.52	2.51	194 801 862	89 257.16	84.47	2.75	180 107	2.51	194 801 862
More than 50 subordinates	0.90	59 039	85.38	0.85	65 664 063	94 955.33	87.39	0.90	59 039	0.85	65 664 063
Respondent has no possibility to have subordinates	69.39	4 550 551	107.47	68.03	5 282 868 725	124 767.62	110.00	69.39	4 550 551	68.03	5 282 868 725

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

Chart 21: Number of Subordinates by RU(%)



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

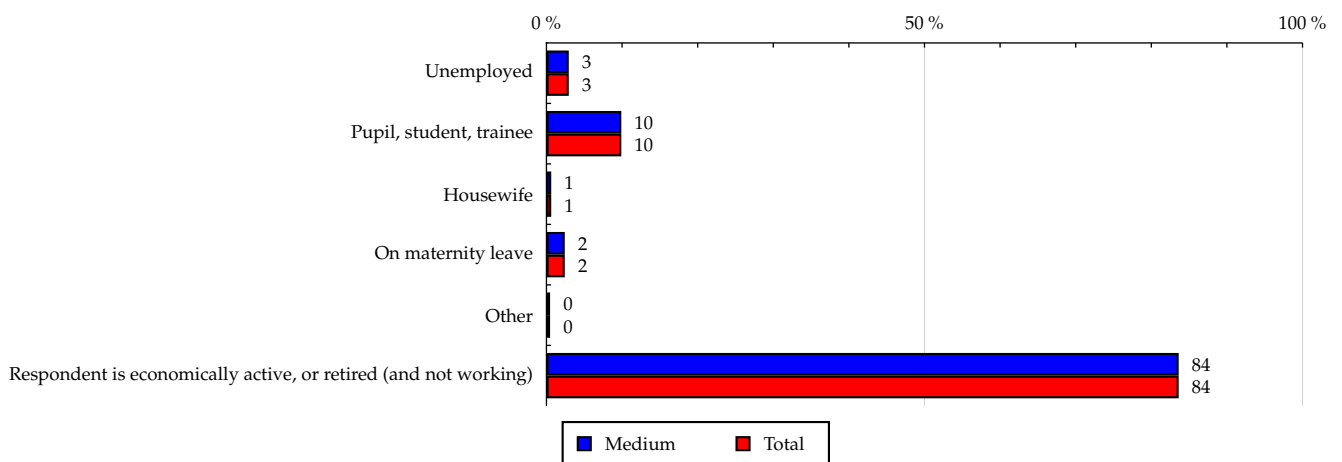
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.95	193 202	96.65	3.38	262 852 791	131 496.29	98.93	2.95	193 202	3.38	262 852 791
Pupil, student, trainee	9.90	649 027	96.16	9.08	705 027 110	104 452.67	98.42	9.90	649 027	9.08	705 027 110
Housewife	0.63	41 265	98.43	0.38	29 519 712	70 415.86	100.75	0.63	41 265	0.38	29 519 712
On maternity leave	2.42	158 722	111.89	2.36	183 489 128	129 352.17	114.53	2.42	158 722	2.36	183 489 128
Other	0.48	31 607	110.58	0.47	36 246 270	126 806.03	113.18	0.48	31 607	0.47	36 246 270
Respondent is economically active, or retired (and not working)	83.62	5 483 722	97.49	84.33	6 548 776 901	116 428.97	99.79	83.62	5 483 722	84.33	6 548 776 901

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

Chart 22: Economically Inactive as by RU(%)



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

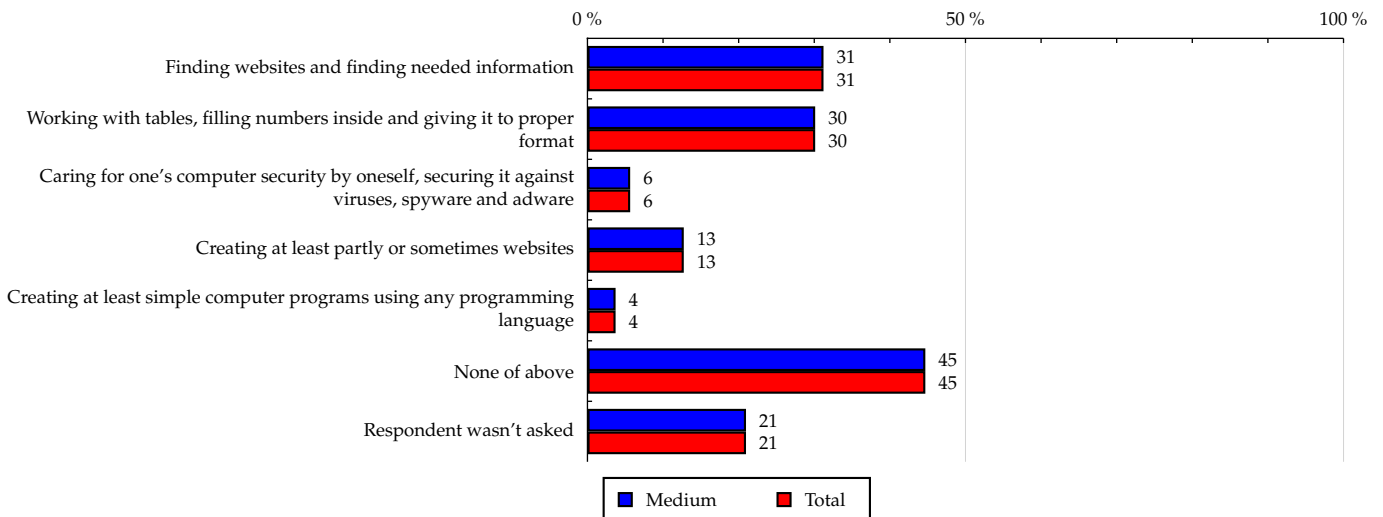
TOTAL

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	31.22	2 047 023	88.95	33.00	2 562 558 514	111 353.29	91.05	31.22	2 047 023	33.00	2 562 558 514
Working with tables, filling numbers inside and giving it to proper format	30.12	1 975 103	72.73	32.94	2 557 760 333	94 180.96	74.44	30.12	1 975 103	32.94	2 557 760 333
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	5.65	370 609	61.33	5.17	401 717 671	66 478.85	62.77	5.65	370 609	5.17	401 717 671
Creating at least partly or sometimes websites	12.74	835 316	80.18	14.48	1 124 889 608	107 979.10	82.07	12.74	835 316	14.48	1 124 889 608
Creating at least simple computer programs using any programming language	3.72	243 660	82.60	3.10	240 845 538	81 642.89	84.54	3.72	243 660	3.10	240 845 538
None of above	44.69	2 930 244	156.14	42.50	3 300 307 372	175 858.26	159.82	44.69	2 930 244	42.50	3 300 307 372
Respondent wasn't asked	20.97	1 374 946	76.54	24.07	1 869 245 438	104 050.77	78.34	20.97	1 374 946	24.07	1 869 245 438

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

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



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

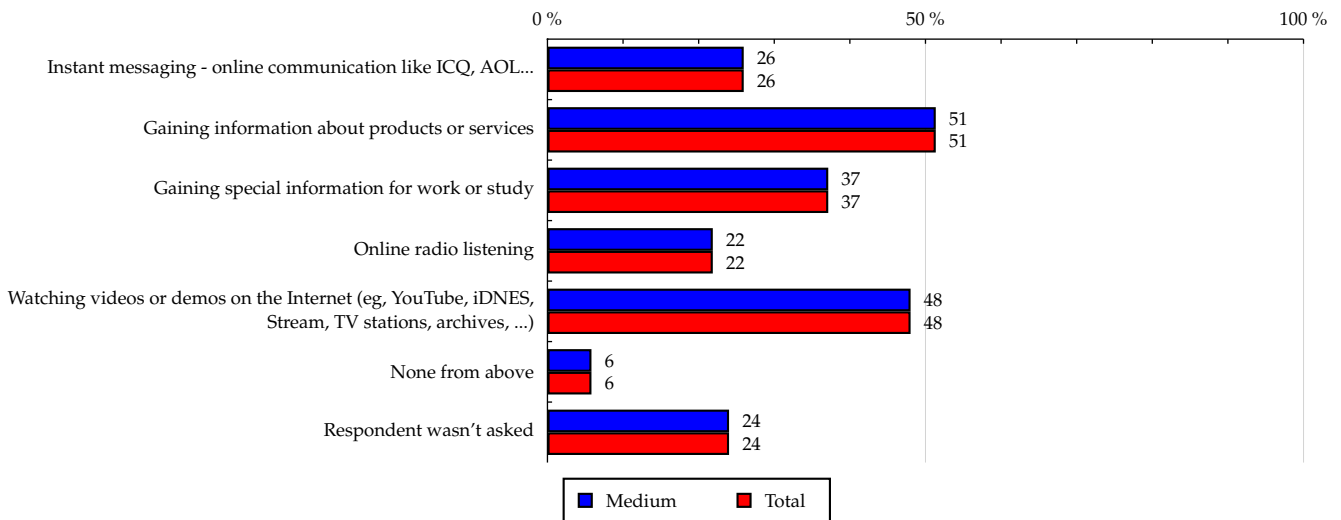
TOTAL

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...	25.96	1 702 099	57.28	25.65	1 991 965 474	67 036.44	58.63	25.96	1 702 099	25.65	1 991 965 474
Gaining information about products or services	51.36	3 368 070	87.23	49.45	3 840 546 855	99 472.32	89.29	51.36	3 368 070	49.45	3 840 546 855
Gaining special information for work or study	37.14	2 435 468	93.81	35.17	2 731 654 159	105 222.15	96.02	37.14	2 435 468	35.17	2 731 654 159
Online radio listening	21.87	1 434 094	81.78	21.83	1 695 333 671	96 672.16	83.70	21.87	1 434 094	21.83	1 695 333 671
Watching videos or demos on the Internet (eg, YouTube, iDNES, Stream, TV stations, archives, ...)	48.03	3 149 766	105.22	52.95	4 112 221 692	137 366.44	107.69	48.03	3 149 766	52.95	4 112 221 692
None from above	5.82	381 860	164.11	5.49	426 454 780	183 271.86	167.97	5.82	381 860	5.49	426 454 780
Respondent wasn't asked	24.02	1 574 873	159.18	27.56	2 140 672 257	216 361.86	162.92	24.02	1 574 873	27.56	2 140 672 257

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

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



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

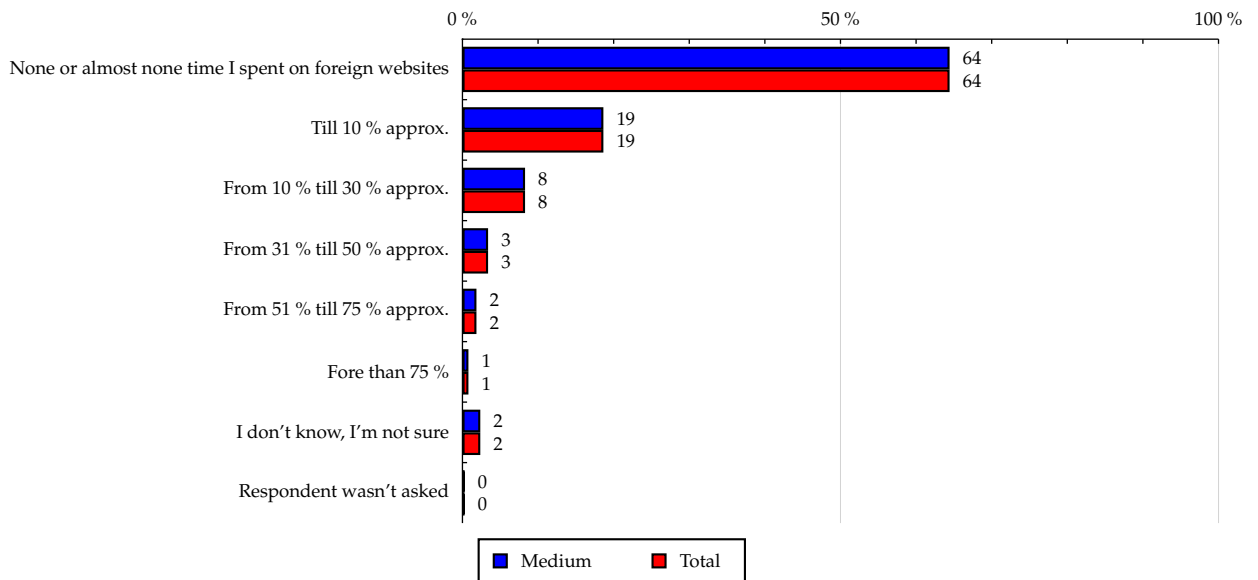
TOTAL

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	64.43	4 224 756	167.59	67.62	5 250 974 850	208 303.71	171.54	64.43	4 224 756	67.62	5 250 974 850
Till 10 % approx.	18.64	1 222 301	64.76	17.07	1 325 938 433	70 249.45	66.28	18.64	1 222 301	17.07	1 325 938 433
From 10 % till 30 % approx.	8.28	542 818	53.11	8.56	664 745 038	65 043.98	54.36	8.28	542 818	8.56	664 745 038
From 31 % till 50 % approx.	3.39	222 277	41.11	3.83	297 810 332	55 084.80	42.08	3.39	222 277	3.83	297 810 332
From 51 % till 75 % approx.	1.85	121 124	58.86	0.99	76 871 775	37 353.59	60.24	1.85	121 124	0.99	76 871 775
Fore than 75 %	0.79	51 984	47.38	0.56	43 121 627	39 298.61	48.49	0.79	51 984	0.56	43 121 627
I don't know, I'm not sure	2.36	154 936	43.42	1.18	91 416 532	25 621.46	44.45	2.36	154 936	1.18	91 416 532
Respondent wasn't asked	0.26	17 347	25.26	0.19	15 033 326	21 891.74	25.86	0.26	17 347	0.19	15 033 326

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

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



Source: NetMonitor – SPIR – Gemius & Mediaresearch, February 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

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

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

PV(%) – structure of page views

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

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

TRP(%) – Target Rating Points

Gross rating of a given target group on a chosen medium

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

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

Affinity(%) – affinity of reach

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

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

TOTAL:

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

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

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

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

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

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

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

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

Question on IT knowledge

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

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

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

ABCDE classification

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

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

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

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

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

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

Questions on the economic activity and employment:

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