

SPIR NetMonitor

Research on the Sociodemography of Internet Users in the Czech Republic

Medium title:

TOTAL

Month:

March 2014

Basic information	
The size of Internet population in the Czech Republic	6 746 529
Number of respondents	
Medium	N = 14 700
Total (for all measured media)	N = 14 700
RU(number)	6 591 358
Reach(%)	97.70
PV(number) (from Czech visitors)	8 033 125 681
PV(number) (from all visitors)	8 625 580 259
GRP (%)	119 070.50

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

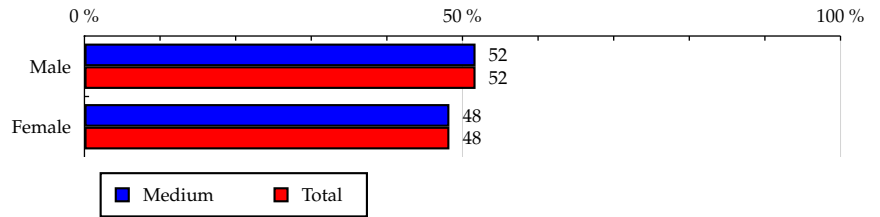
TOTAL

Table 1: Sex

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.73	3 409 542	97.93	53.85	4 326 131 095	124 254.05	100.23	51.73	3 409 542	53.85	4 326 131 095
Female	48.27	3 181 816	97.46	46.15	3 706 994 587	113 542.68	99.75	48.27	3 181 816	46.15	3 706 994 587

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

Chart 1: Sex by RU(%)



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

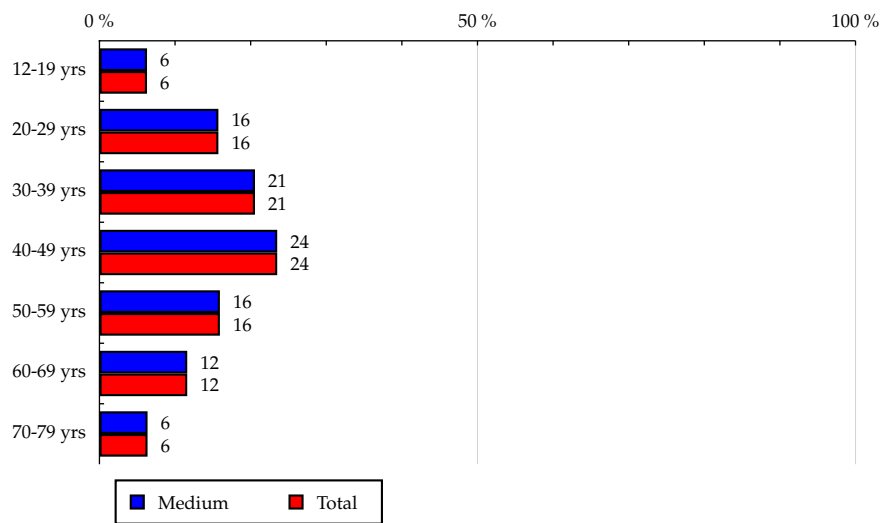
TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.29	414 532	95.45	2.23	179 065 407	41 233.27	97.70	6.29	414 532	2.23	179 065 407
20-29 yrs	15.73	1 036 845	96.97	16.61	1 334 287 939	124 786.44	99.25	15.73	1 036 845	16.61	1 334 287 939
30-39 yrs	20.57	1 355 955	98.65	20.66	1 659 507 978	120 732.07	100.97	20.57	1 355 955	20.66	1 659 507 978
40-49 yrs	23.51	1 549 486	97.62	23.76	1 908 586 981	120 239.32	99.91	23.51	1 549 486	23.76	1 908 586 981
50-59 yrs	15.93	1 049 925	97.80	17.52	1 407 015 844	131 058.73	100.10	15.93	1 049 925	17.52	1 407 015 844
60-69 yrs	11.61	765 396	98.33	13.28	1 066 671 437	137 031.38	100.64	11.61	765 396	13.28	1 066 671 437
70-79 yrs	6.36	419 215	97.69	5.95	477 990 096	111 381.73	99.99	6.36	419 215	5.95	477 990 096

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

Chart 2: Age by RU(%)



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

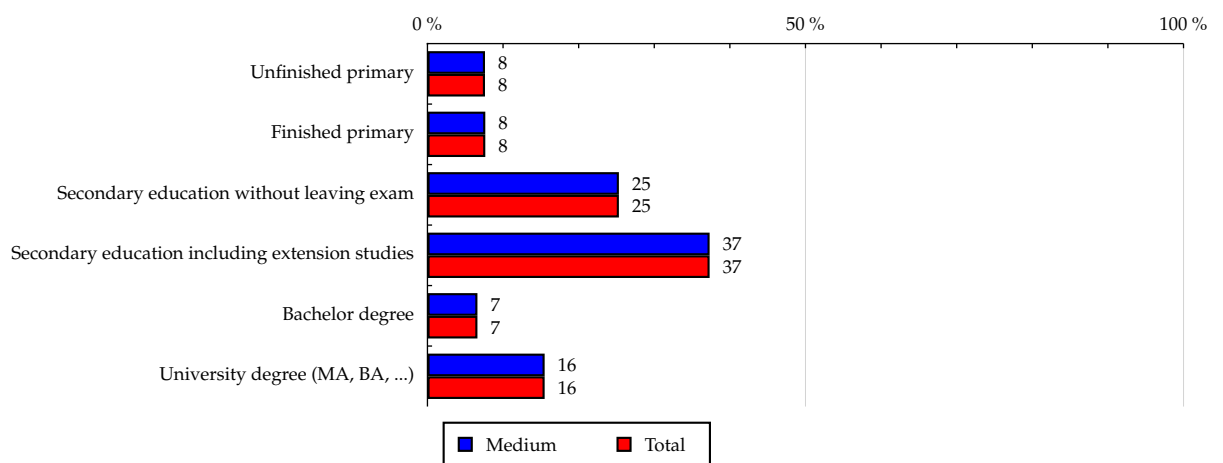
TOTAL

Table 3: Highest Education

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.61	501 665	95.64	3.13	251 294 950	47 906.41	97.89	7.61	501 665	3.13	251 294 950
Finished primary	7.65	503 999	96.24	7.94	637 736 305	121 780.48	98.51	7.65	503 999	7.94	637 736 305
Secondary education without leaving exam	25.32	1 668 623	97.32	29.24	2 349 039 665	137 004.28	99.61	25.32	1 668 623	29.24	2 349 039 665
Secondary education including extension studies	37.32	2 460 069	98.18	39.48	3 171 433 544	126 566.71	100.49	37.32	2 460 069	39.48	3 171 433 544
Bachelor degree	6.61	435 403	99.00	6.79	545 580 786	124 047.23	101.33	6.61	435 403	6.79	545 580 786
University degree (MA, BA, ...)	15.50	1 021 597	98.40	13.42	1 078 040 432	103 840.80	100.72	15.50	1 021 597	13.42	1 078 040 432

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

Chart 3: Highest Education by RU(%)



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

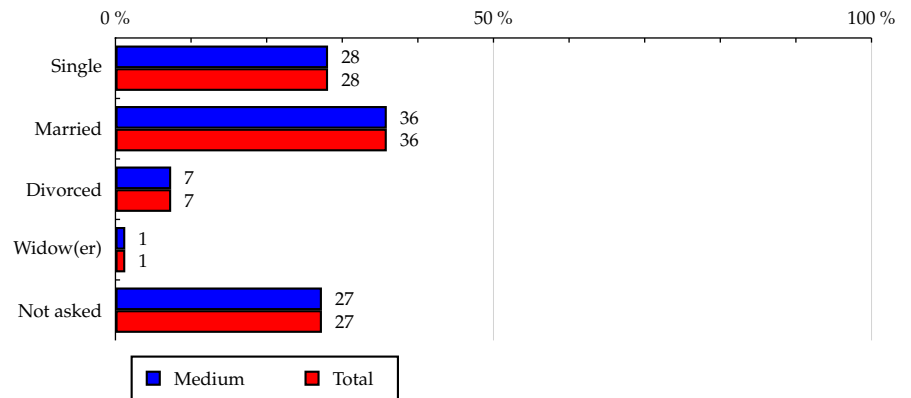
TOTAL

Table 4: Marital Status

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	28.12	1 853 633	84.48	26.86	2 157 915 410	98 352.01	86.47	28.12	1 853 633	26.86	2 157 915 410
Married	35.89	2 365 896	99.69	35.24	2 830 633 775	119 267.29	102.03	35.89	2 365 896	35.24	2 830 633 775
Divorced	7.37	485 757	61.59	6.90	554 452 037	70 304.25	63.04	7.37	485 757	6.90	554 452 037
Widow(er)	1.30	85 999	72.04	1.23	98 687 689	82 670.58	73.74	1.30	85 999	1.23	98 687 689
Not asked	27.31	1 800 072	141.62	29.77	2 391 436 770	188 141.90	144.95	27.31	1 800 072	29.77	2 391 436 770

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

Chart 4: Marital Status by RU(%)



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

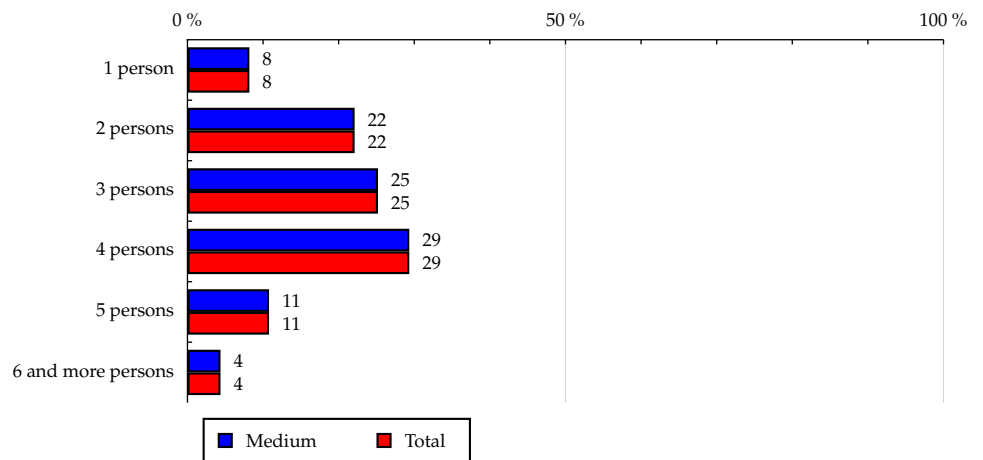
TOTAL

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	8.19	539 610	68.77	8.98	721 718 793	91 984.72	70.39	8.19	539 610	8.98	721 718 793
2 persons	22.11	1 457 372	79.44	22.09	1 774 893 686	96 747.14	81.31	22.11	1 457 372	22.09	1 774 893 686
3 persons	25.20	1 661 132	104.22	26.80	2 152 610 546	135 050.91	106.67	25.20	1 661 132	26.80	2 152 610 546
4 persons	29.34	1 933 816	111.89	27.33	2 195 186 672	127 010.42	114.52	29.34	1 933 816	27.33	2 195 186 672
5 persons	10.79	711 300	133.75	11.71	940 450 690	176 843.95	136.90	10.79	711 300	11.71	940 450 690
6 and more persons	4.37	288 124	105.43	3.09	248 265 295	90 847.04	107.91	4.37	288 124	3.09	248 265 295

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

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



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

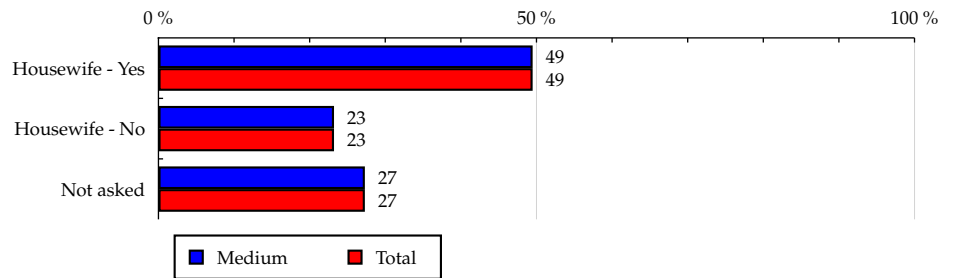
TOTAL

Table 6: Housewife

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	49.49	3 261 883	81.59	49.20	3 952 108 761	98 850.88	83.51	49.49	3 261 883	49.20	3 952 108 761
Housewife - No	23.22	1 530 309	103.45	21.04	1 689 788 448	114 233.11	105.89	23.22	1 530 309	21.04	1 689 788 448
Not asked	27.30	1 799 166	141.75	29.77	2 391 228 472	188 399.60	145.09	27.30	1 799 166	29.77	2 391 228 472

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

Chart 6: Housewife by RU(%)



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

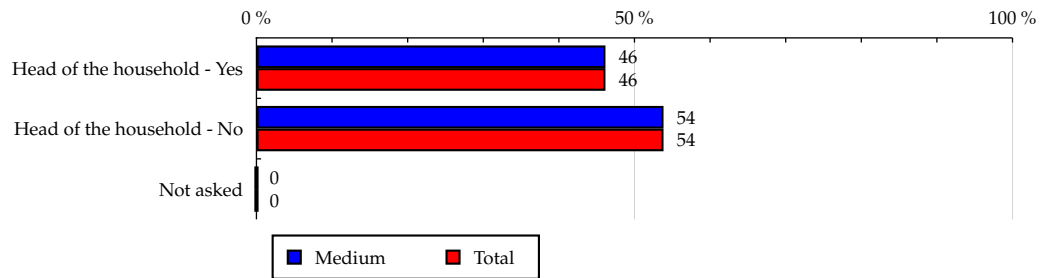
TOTAL

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	46.16	3 042 886	88.71	46.81	3 760 673 988	109 631.38	90.79	46.16	3 042 886	46.81	3 760 673 988
Head of the household - No	53.84	3 548 472	107.00	53.19	4 272 451 693	128 834.24	109.52	53.84	3 548 472	53.19	4 272 451 693
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

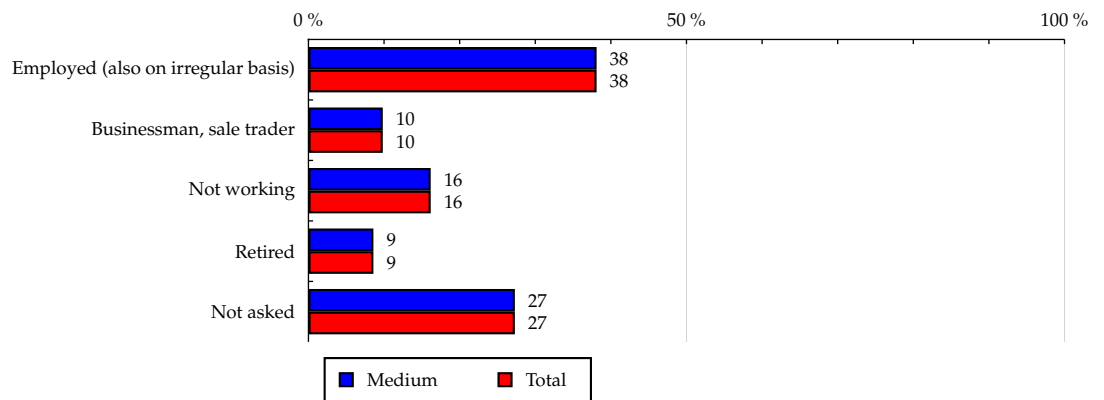
TOTAL

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)	38.11	2 512 102	80.10	36.32	2 917 297 598	93 022.66	81.99	38.11	2 512 102	36.32	2 917 297 598
Businessman, sale trader	9.83	648 007	74.90	9.50	763 430 630	88 235.79	76.66	9.83	648 007	9.50	763 430 630
Not working	16.17	1 065 996	102.99	15.53	1 247 310 380	120 510.82	105.42	16.17	1 065 996	15.53	1 247 310 380
Retired	8.59	566 086	128.38	8.89	713 858 601	161 892.60	131.40	8.59	566 086	8.89	713 858 601
Not asked	27.30	1 799 166	141.75	29.77	2 391 228 472	188 399.60	145.09	27.30	1 799 166	29.77	2 391 228 472

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

Chart 8: Economic Activity by RU(%)



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

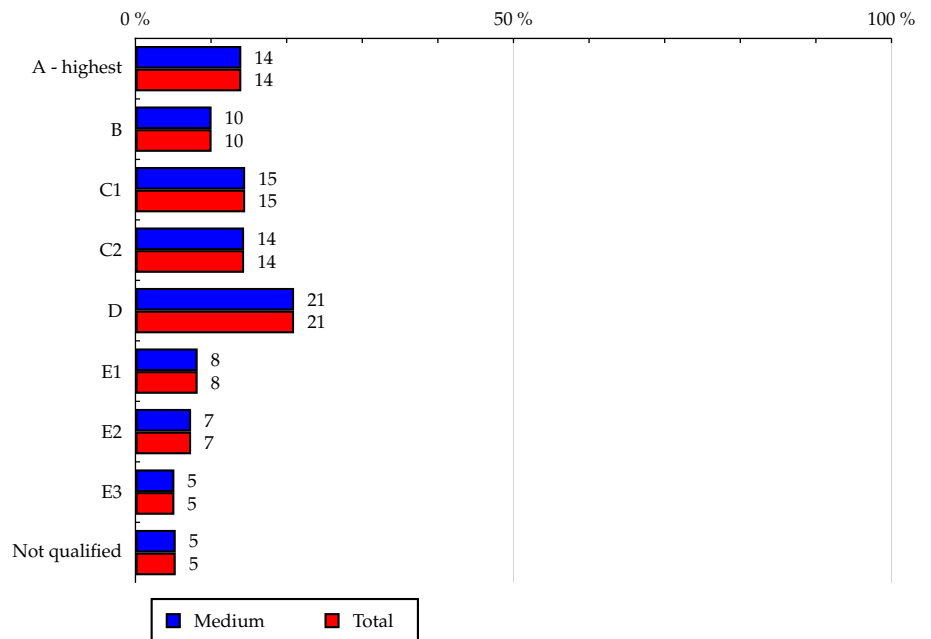
TOTAL

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	14.00	922 871	86.28	13.51	1 085 573 913	101 490.00	88.31	14.00	922 871	13.51	1 085 573 913
B	10.07	663 478	103.05	10.62	853 029 380	132 491.88	105.48	10.07	663 478	10.62	853 029 380
C1	14.51	956 183	94.15	14.57	1 170 068 153	115 206.82	96.36	14.51	956 183	14.57	1 170 068 153
C2	14.37	947 379	94.08	15.87	1 275 089 295	126 624.88	96.30	14.37	947 379	15.87	1 275 089 295
D	20.98	1 382 761	106.80	20.36	1 635 393 254	126 310.92	109.31	20.98	1 382 761	20.36	1 635 393 254
E1	8.23	542 230	100.64	9.53	765 769 202	142 132.32	103.01	8.23	542 230	9.53	765 769 202
E2	7.36	485 214	101.38	7.19	577 721 585	120 707.77	103.77	7.36	485 214	7.19	577 721 585
E3	5.15	339 711	108.74	5.46	438 370 813	140 317.10	111.30	5.15	339 711	5.46	438 370 813
Not qualified	5.33	351 526	91.09	2.89	232 110 085	60 145.01	93.23	5.33	351 526	2.89	232 110 085

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

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



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

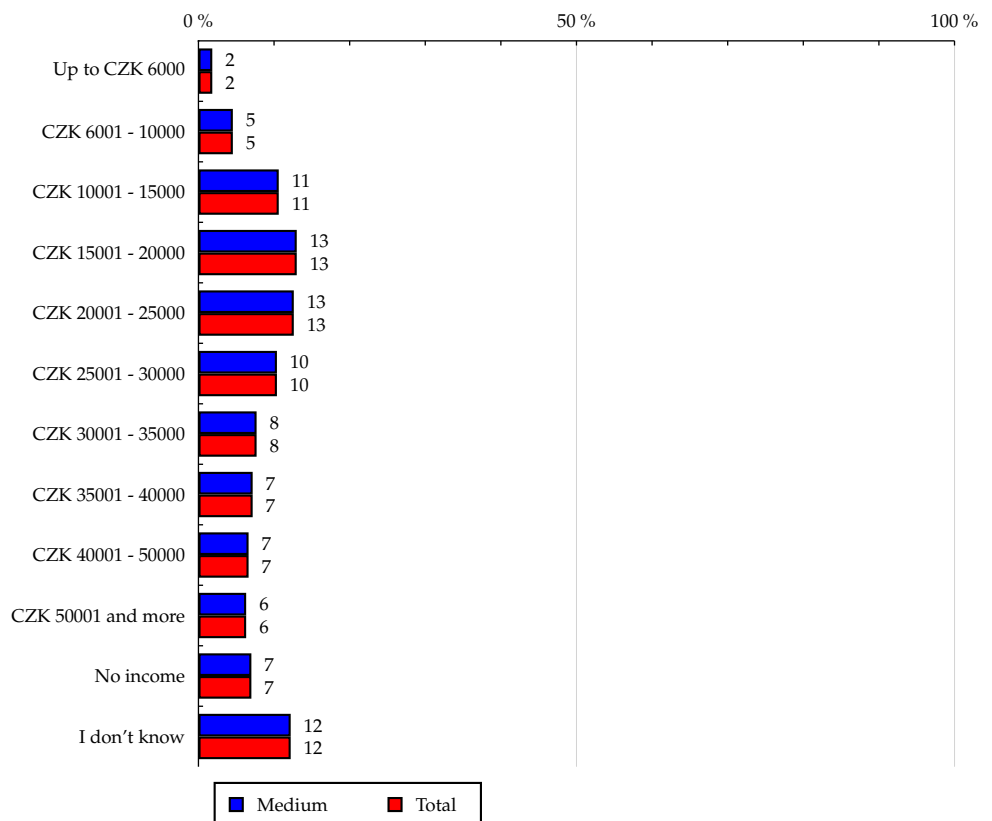
TOTAL

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	1.83	120 886	98.46	2.34	188 373 625	153 424.03	100.78	1.83	120 886	2.34	188 373 625
CZK 6001 - 10000	4.55	299 758	115.14	4.63	371 566 194	142 721.86	117.85	4.55	299 758	4.63	371 566 194
CZK 10001 - 15000	10.62	699 873	105.19	11.04	887 164 476	133 344.45	107.67	10.62	699 873	11.04	887 164 476
CZK 15001 - 20000	13.00	856 891	94.92	12.75	1 024 025 855	113 432.02	97.15	13.00	856 891	12.75	1 024 025 855
CZK 20001 - 25000	12.61	831 228	94.49	13.57	1 089 700 393	123 870.57	96.71	12.61	831 228	13.57	1 089 700 393
CZK 25001 - 30000	10.38	684 492	85.78	10.96	880 707 102	110 368.25	87.80	10.38	684 492	10.96	880 707 102
CZK 30001 - 35000	7.69	506 606	90.24	7.80	626 717 634	111 639.03	92.37	7.69	506 606	7.80	626 717 634
CZK 35001 - 40000	7.17	472 533	85.13	7.70	618 354 070	111 395.65	87.13	7.17	472 533	7.70	618 354 070
CZK 40001 - 50000	6.63	436 922	91.63	6.90	554 474 733	116 286.35	93.79	6.63	436 922	6.90	554 474 733
CZK 50001 and more	6.31	416 229	95.13	6.14	493 534 264	112 801.89	97.37	6.31	416 229	6.14	493 534 264
No income	7.00	461 680	92.10	4.27	342 954 500	68 418.43	94.27	7.00	461 680	4.27	342 954 500
I don't know	12.20	804 254	137.35	11.90	955 552 836	163 184.90	140.58	12.20	804 254	11.90	955 552 836

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

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



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

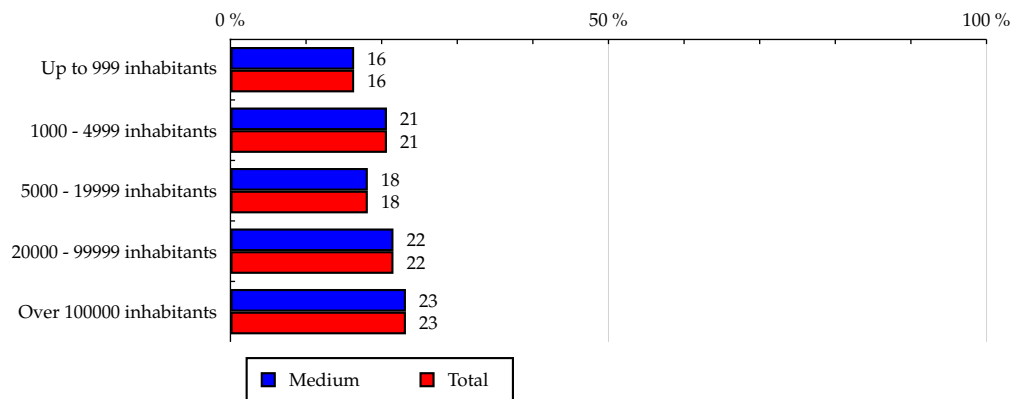
TOTAL

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	16.36	1 078 664	98.28	16.60	1 333 391 951	121 484.84	100.59	16.36	1 078 664	16.60	1 333 391 951
1000 - 4999 inhabitants	20.70	1 364 290	97.30	21.50	1 727 190 853	123 178.57	99.59	20.70	1 364 290	21.50	1 727 190 853
5000 - 19999 inhabitants	18.17	1 197 721	97.93	18.35	1 474 371 976	120 547.27	100.23	18.17	1 197 721	18.35	1 474 371 976
20000 - 99999 inhabitants	21.56	1 420 954	96.77	21.22	1 704 620 607	116 089.37	99.05	21.56	1 420 954	21.22	1 704 620 607
Over 100000 inhabitants	23.21	1 529 727	98.35	22.33	1 793 550 294	115 316.31	100.67	23.21	1 529 727	22.33	1 793 550 294

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

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



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

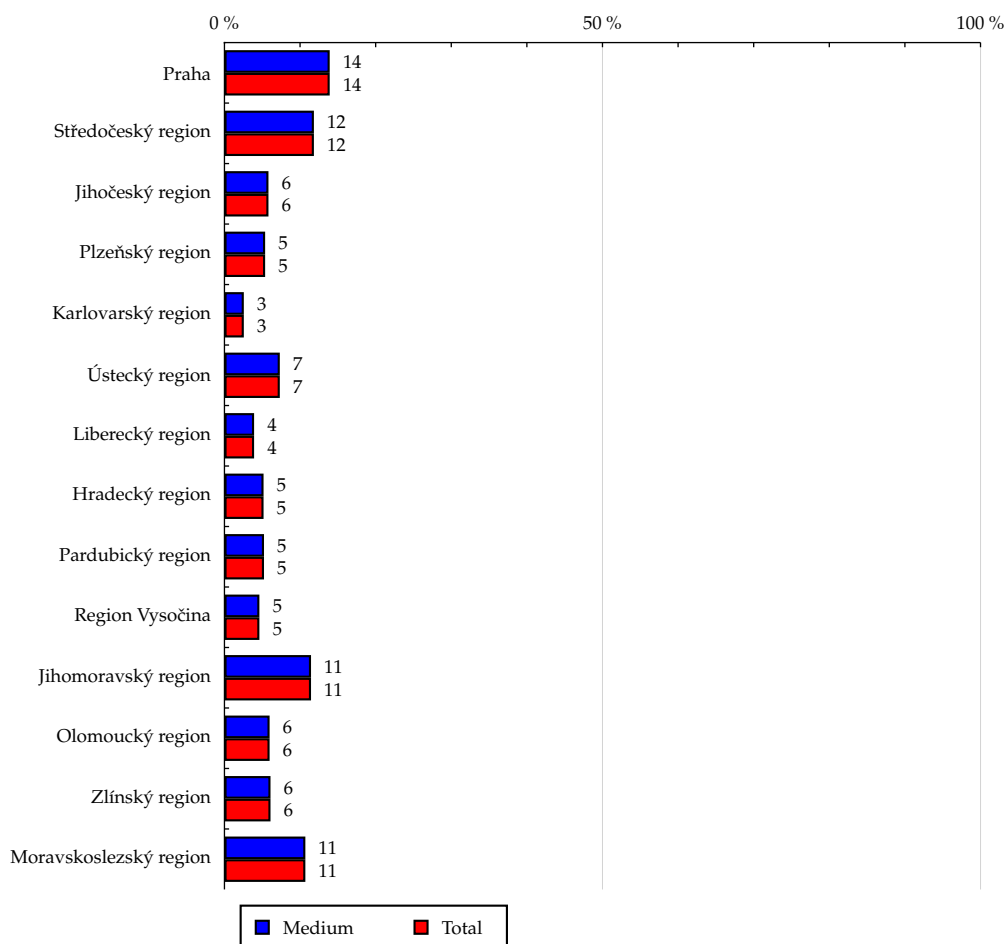
TOTAL

Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.92	917 805	97.37	14.14	1 135 613 563	120 472.74	99.66	13.92	917 805	14.14	1 135 613 563
Středočeský region	11.83	779 946	97.43	11.51	924 934 571	115 547.40	99.73	11.83	779 946	11.51	924 934 571
Jihočeský region	5.82	383 503	98.33	5.62	451 830 327	115 847.68	100.64	5.82	383 503	5.62	451 830 327
Plzeňský region	5.38	354 868	99.06	4.95	397 715 619	111 017.80	101.39	5.38	354 868	4.95	397 715 619
Karlovarský region	2.56	168 906	96.77	2.46	197 523 089	113 169.77	99.05	2.56	168 906	2.46	197 523 089
Ústecký region	7.32	482 541	97.92	6.86	551 070 810	111 830.82	100.23	7.32	482 541	6.86	551 070 810
Liberecký region	3.92	258 671	96.04	3.82	307 131 489	114 037.05	98.30	3.92	258 671	3.82	307 131 489
Hradecký region	5.17	340 629	98.40	4.28	343 555 091	99 244.88	100.72	5.17	340 629	4.28	343 555 091
Pardubický region	5.23	344 740	98.63	5.53	444 576 124	127 188.17	100.95	5.23	344 740	5.53	444 576 124
Region Vysočina	4.62	304 483	98.33	4.73	379 977 407	122 703.92	100.64	4.62	304 483	4.73	379 977 407
Jihomoravský region	11.45	754 811	97.94	11.43	917 972 749	119 114.85	100.25	11.45	754 811	11.43	917 972 749
Olomoucký region	5.97	393 295	96.09	6.92	556 282 556	135 905.36	98.35	5.97	393 295	6.92	556 282 556
Zlínský region	6.09	401 619	98.84	7.19	577 324 235	142 076.31	101.16	6.09	401 619	7.19	577 324 235
Moravskoslezský region	10.70	705 536	97.07	10.55	847 618 053	116 621.81	99.36	10.70	705 536	10.55	847 618 053

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

Chart 12: Region by RU(%)



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

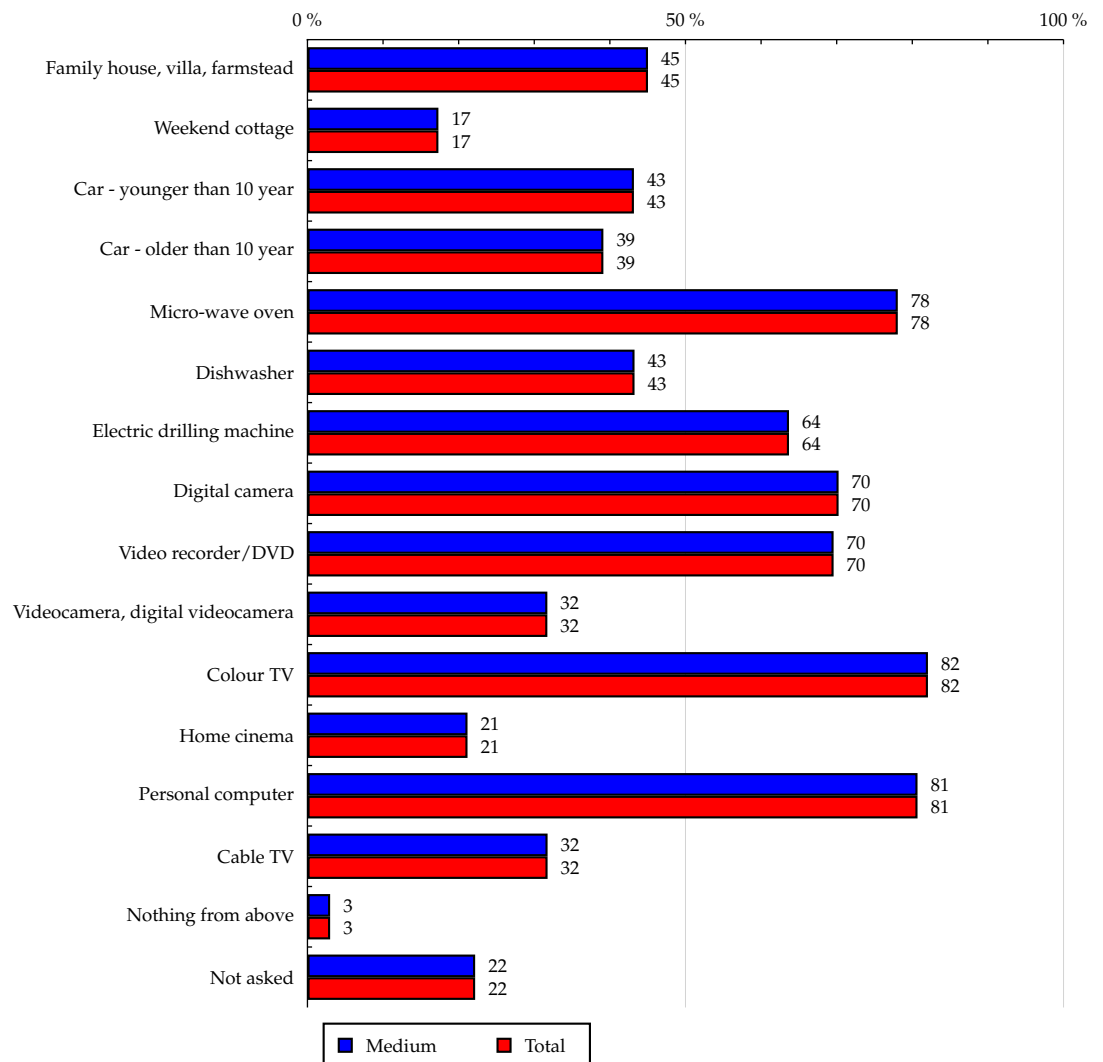
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	45.04	2 968 826	103.68	44.97	3 612 504 801	126 154.57	106.12	45.04	2 968 826	44.97	3 612 504 801
Weekend cottage	17.32	1 141 817	91.78	17.22	1 383 578 260	111 212.58	93.94	17.32	1 141 817	17.22	1 383 578 260
Car - younger than 10 year	43.18	2 846 004	99.47	42.64	3 425 237 031	119 713.95	101.81	43.18	2 846 004	42.64	3 425 237 031
Car - older than 10 year	39.14	2 579 883	96.31	41.64	3 344 729 078	124 857.38	98.57	39.14	2 579 883	41.64	3 344 729 078
Micro-wave oven	78.08	5 146 244	95.13	80.23	6 445 366 536	119 139.45	97.37	78.08	5 146 244	80.23	6 445 366 536
Dishwasher	43.26	2 851 589	99.79	42.03	3 376 319 230	118 154.19	102.14	43.26	2 851 589	42.03	3 376 319 230
Electric drilling machine	63.69	4 198 362	94.62	63.71	5 118 170 585	115 344.99	96.84	63.69	4 198 362	63.71	5 118 170 585
Digital camera	70.25	4 630 455	93.93	71.43	5 738 131 918	116 400.00	96.14	70.25	4 630 455	71.43	5 738 131 918
Video recorder/DVD	69.59	4 587 210	93.31	70.04	5 626 609 675	114 451.01	95.51	69.59	4 587 210	70.04	5 626 609 675
Videocamera, digital videocamera	31.73	2 091 220	90.39	31.09	2 497 272 666	107 939.31	92.52	31.73	2 091 220	31.09	2 497 272 666
Colour TV	82.07	5 409 315	95.43	84.36	6 777 096 901	119 559.22	97.68	82.07	5 409 315	84.36	6 777 096 901
Home cinema	21.17	1 395 252	83.97	20.20	1 622 389 031	97 642.14	85.95	21.17	1 395 252	20.20	1 622 389 031
Personal computer	80.69	5 318 798	93.26	83.33	6 694 129 294	117 374.85	95.46	80.69	5 318 798	83.33	6 694 129 294
Cable TV	31.76	2 093 135	85.91	31.78	2 553 149 038	104 791.68	87.93	31.76	2 093 135	31.78	2 553 149 038
Nothing from above	3.00	197 527	149.35	3.19	256 044 868	193 592.35	152.86	3.00	197 527	3.19	256 044 868
Not asked	22.18	1 462 199	150.16	24.15	1 939 825 647	199 203.13	153.69	22.18	1 462 199	24.15	1 939 825 647

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

Chart 13: Facilities by RU(%)



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

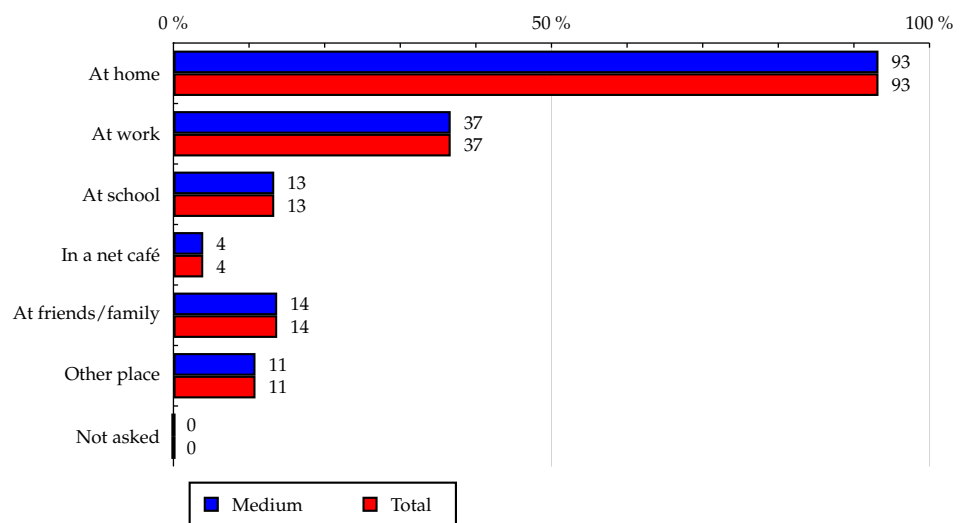
TOTAL

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	93.25	6 146 118	95.14	93.89	7 542 512 941	116 755.50	97.38	93.25	6 146 118	93.89	7 542 512 941
At work	36.67	2 417 029	93.80	34.32	2 756 875 005	106 992.95	96.01	36.67	2 417 029	34.32	2 756 875 005
At school	13.33	878 535	103.60	12.22	981 815 092	115 783.25	106.04	13.33	878 535	12.22	981 815 092
In a net café	3.94	259 970	71.54	2.97	238 512 752	65 632.37	73.22	3.94	259 970	2.97	238 512 752
At friends/family	13.72	904 106	83.41	12.61	1 013 069 465	93 459.90	85.37	13.72	904 106	12.61	1 013 069 465
Other place	10.85	715 226	81.57	9.03	725 170 054	82 701.20	83.49	10.85	715 226	9.03	725 170 054
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

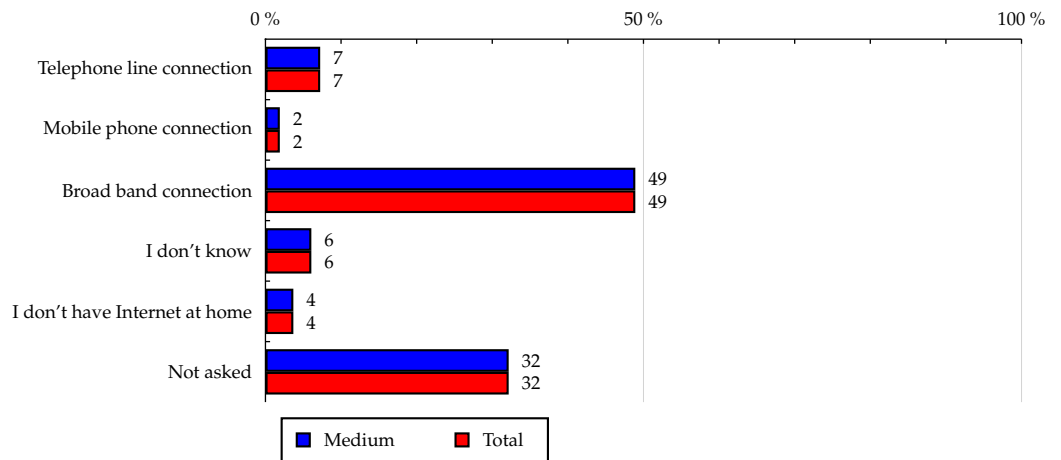
TOTAL

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	7.24	477 212	129.56	7.22	579 836 695	157 427.50	132.61	7.24	477 212	7.22	579 836 695
Mobile phone connection	1.90	125 488	115.15	1.63	131 237 757	120 423.26	117.86	1.90	125 488	1.63	131 237 757
Broad band connection	48.92	3 224 666	97.33	49.11	3 945 042 907	119 077.77	99.63	48.92	3 224 666	49.11	3 945 042 907
I don't know	6.07	400 122	139.93	4.84	388 975 632	136 028.88	143.22	6.07	400 122	4.84	388 975 632
I don't have Internet at home	3.69	243 120	157.14	3.75	301 044 572	194 580.26	160.84	3.69	243 120	3.75	301 044 572
Not asked	32.17	2 120 748	84.31	33.45	2 686 988 119	106 814.45	86.29	32.17	2 120 748	33.45	2 686 988 119

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

Chart 15: Connection from Home by RU(%)



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

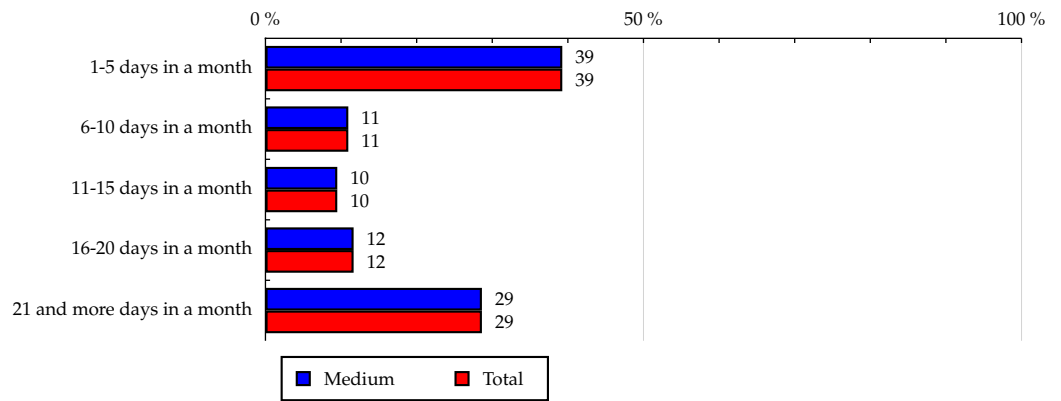
TOTAL

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	39.26	2 587 708	160.18	15.93	1 279 348 604	79 192.57	163.95	39.26	2 587 708	15.93	1 279 348 604
6-10 days in a month	10.96	722 252	77.91	2.65	212 867 350	22 961.80	79.74	10.96	722 252	2.65	212 867 350
11-15 days in a month	9.50	626 018	83.61	4.98	400 134 140	53 441.63	85.58	9.50	626 018	4.98	400 134 140
16-20 days in a month	11.66	768 444	86.31	12.59	1 011 298 846	113 588.75	88.34	11.66	768 444	12.59	1 011 298 846
21 and more days in a month	28.63	1 886 936	73.57	63.85	5 129 476 741	199 984.20	75.30	28.63	1 886 936	63.85	5 129 476 741

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

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



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

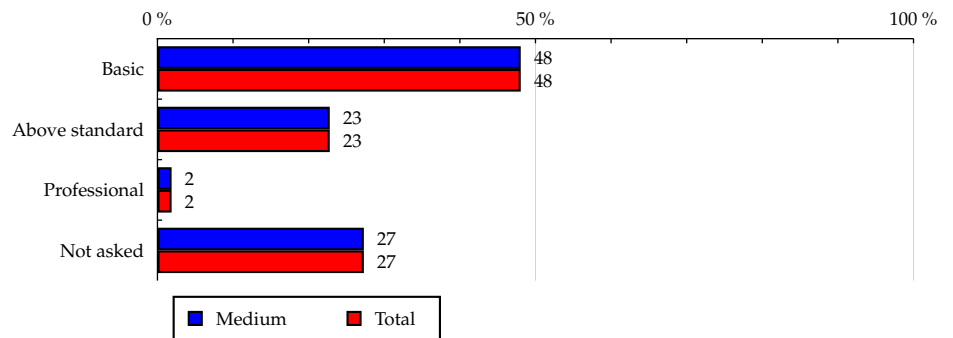
TOTAL

Table 17: IT Knowledge

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	48.05	3 167 025	105.10	47.68	3 830 236 078	127 106.52	107.57	48.05	3 167 025	47.68	3 830 236 078
Above standard	22.79	1 501 911	67.67	21.04	1 690 114 327	76 148.49	69.26	22.79	1 501 911	21.04	1 690 114 327
Professional	1.87	123 255	50.43	1.51	121 546 805	49 734.31	51.62	1.87	123 255	1.51	121 546 805
Not asked	27.30	1 799 166	141.75	29.77	2 391 228 472	188 399.60	145.09	27.30	1 799 166	29.77	2 391 228 472

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

Chart 17: IT Knowledge by RU(%)



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

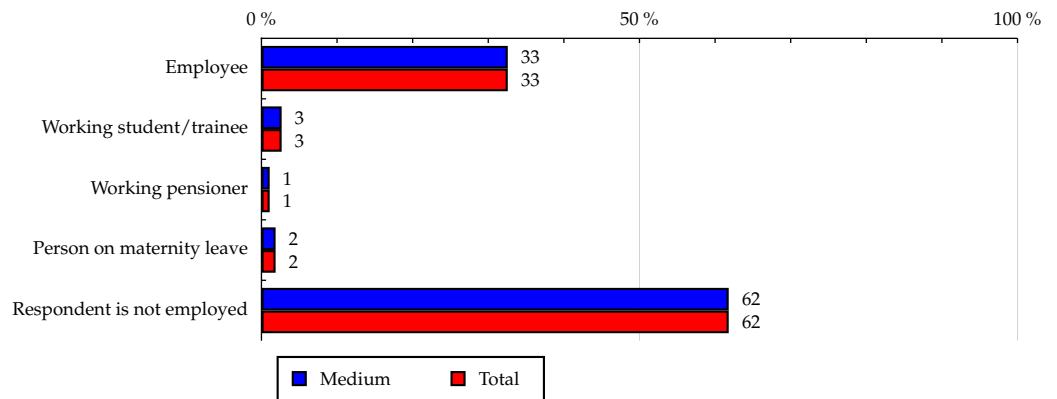
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	32.58	2 147 143	82.78	31.00	2 490 044 695	96 005.07	84.73	32.58	2 147 143	31.00	2 490 044 695
Working student/trainee	2.67	175 816	68.39	2.14	172 112 688	66 952.25	70.00	2.67	175 816	2.14	172 112 688
Working pensioner	1.09	71 930	35.15	0.95	76 279 220	37 275.19	35.98	1.09	71 930	0.95	76 279 220
Person on maternity leave	1.87	122 959	118.03	2.31	185 354 837	177 923.79	120.81	1.87	122 959	2.31	185 354 837
Respondent is not employed	61.80	4 073 510	113.56	63.60	5 109 334 241	142 440.83	116.24	61.80	4 073 510	63.60	5 109 334 241

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

Chart 18: Economically Active as by RU(%)



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

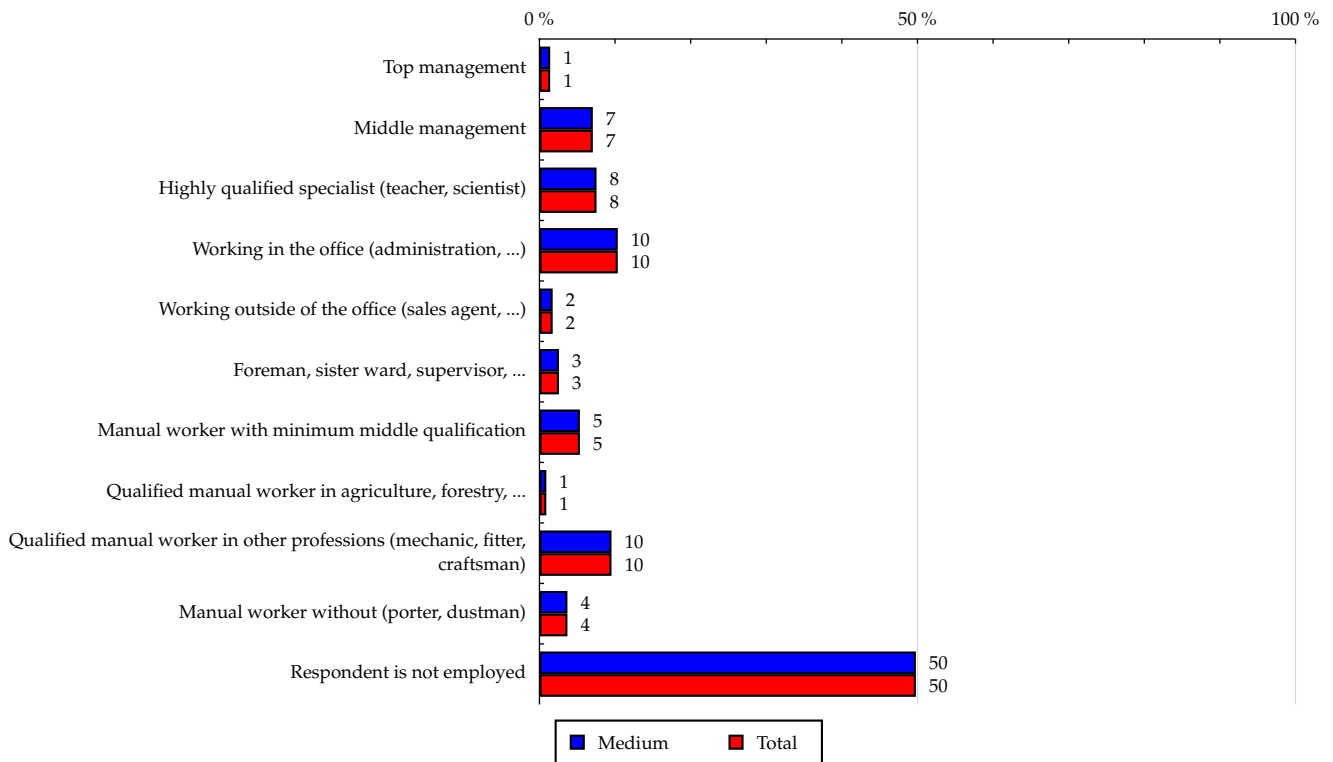
TOTAL

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	1.42	93 553	81.55	1.50	120 794 880	105 301.21	83.47	1.42	93 553	1.50	120 794 880
Middle management	7.06	465 649	86.83	6.88	552 962 683	103 107.75	88.87	7.06	465 649	6.88	552 962 683
Highly qualified specialist (teacher, scientist)	7.55	497 682	86.51	6.27	503 994 637	87 609.37	88.55	7.55	497 682	6.27	503 994 637
Working in the office (administration, ...)	10.36	683 037	109.91	9.99	802 670 929	129 155.26	112.49	10.36	683 037	9.99	802 670 929
Working outside of the office (sales agent, ...)	1.75	115 034	86.70	1.87	150 328 652	113 303.25	88.74	1.75	115 034	1.87	150 328 652
Foreman, sister ward, supervisor, ...	2.58	169 807	91.51	2.40	193 055 063	104 042.83	93.67	2.58	169 807	2.40	193 055 063
Manual worker with minimum middle qualification	5.35	352 943	90.31	6.18	496 303 728	126 986.96	92.43	5.35	352 943	6.18	496 303 728
Qualified manual worker in agriculture, forestry, ...	0.91	59 906	74.88	1.14	91 427 090	114 272.40	76.64	0.91	59 906	1.14	91 427 090
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.53	627 876	81.59	10.75	863 667 983	112 230.21	83.51	9.53	627 876	10.75	863 667 983
Manual worker without (porter, dustman)	3.70	243 809	85.64	3.46	278 196 314	97 713.60	87.65	3.70	243 809	3.46	278 196 314
Respondent is not employed	49.79	3 282 057	107.42	49.54	3 979 723 723	130 250.40	109.95	49.79	3 282 057	49.54	3 979 723 723

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

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



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

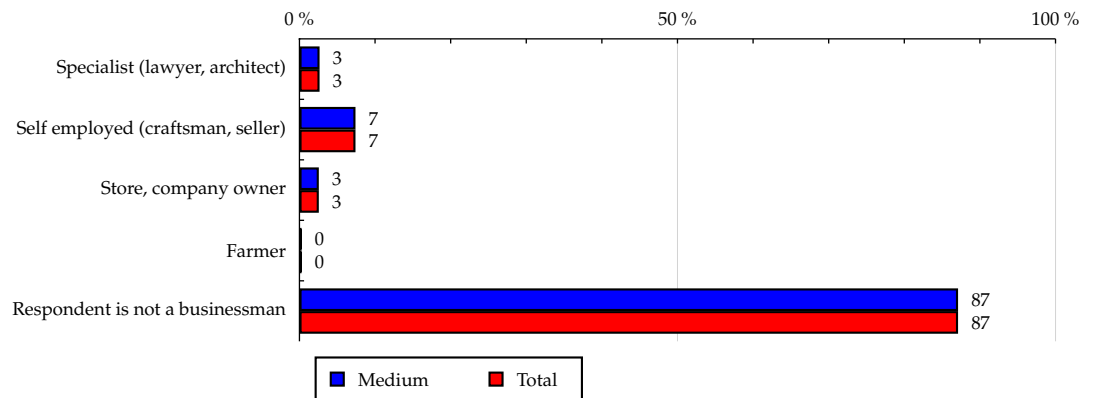
TOTAL

Table 20: Business Activities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.66	175 398	77.06	2.00	160 646 715	70 582.14	78.88	2.66	175 398	2.00	160 646 715
Self employed (craftsman, seller)	7.41	488 412	75.48	8.00	642 964 851	99 365.18	77.26	7.41	488 412	8.00	642 964 851
Store, company owner	2.56	168 966	85.18	2.22	178 381 790	89 931.07	87.19	2.56	168 966	2.22	178 381 790
Farmer	0.26	16 919	87.63	0.19	15 296 698	79 221.65	89.69	0.26	16 919	0.19	15 296 698
Respondent is not a businessman	87.11	5 741 661	101.55	87.59	7 035 835 627	124 435.76	103.94	87.11	5 741 661	87.59	7 035 835 627

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

Chart 20: Business Activities by RU(%)



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

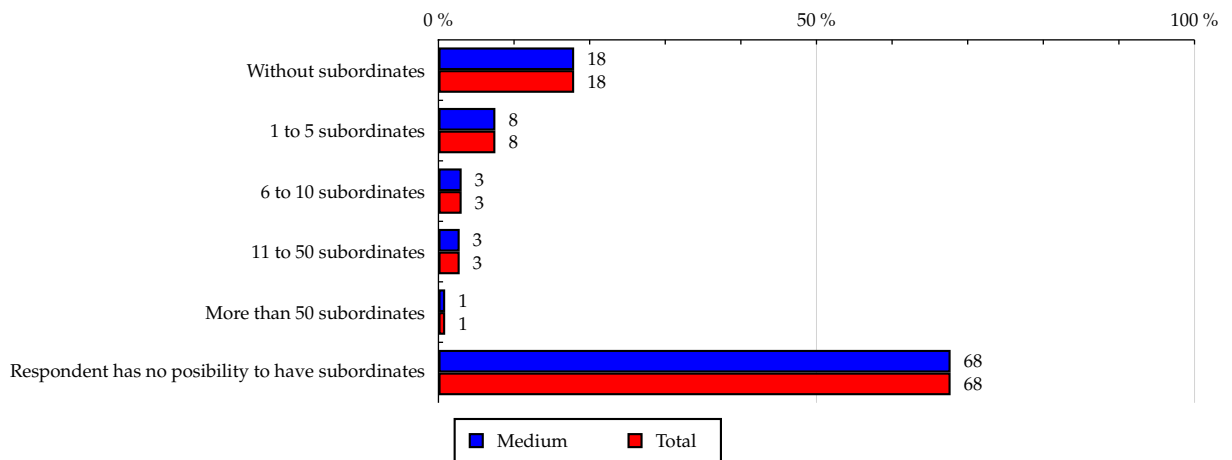
TOTAL

Table 21: Number of Subordinates

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	17.95	1 183 446	75.82	19.50	1 566 778 184	100 376.98	77.60	17.95	1 183 446	19.50	1 566 778 184
1 to 5 subordinates	7.53	496 016	83.46	7.94	638 020 885	107 349.03	85.42	7.53	496 016	7.94	638 020 885
6 to 10 subordinates	3.07	202 475	84.68	2.40	192 951 632	80 695.10	86.67	3.07	202 475	2.40	192 951 632
11 to 50 subordinates	2.81	185 484	89.94	2.43	194 817 294	94 469.64	92.06	2.81	185 484	2.43	194 817 294
More than 50 subordinates	0.89	58 904	98.77	1.09	87 405 500	146 553.08	101.09	0.89	58 904	1.09	87 405 500
Respondent has no possibility to have subordinates	67.74	4 465 030	109.27	66.64	5 353 152 186	131 001.86	111.84	67.74	4 465 030	66.64	5 353 152 186

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

Chart 21: Number of Subordinates by RU(%)



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

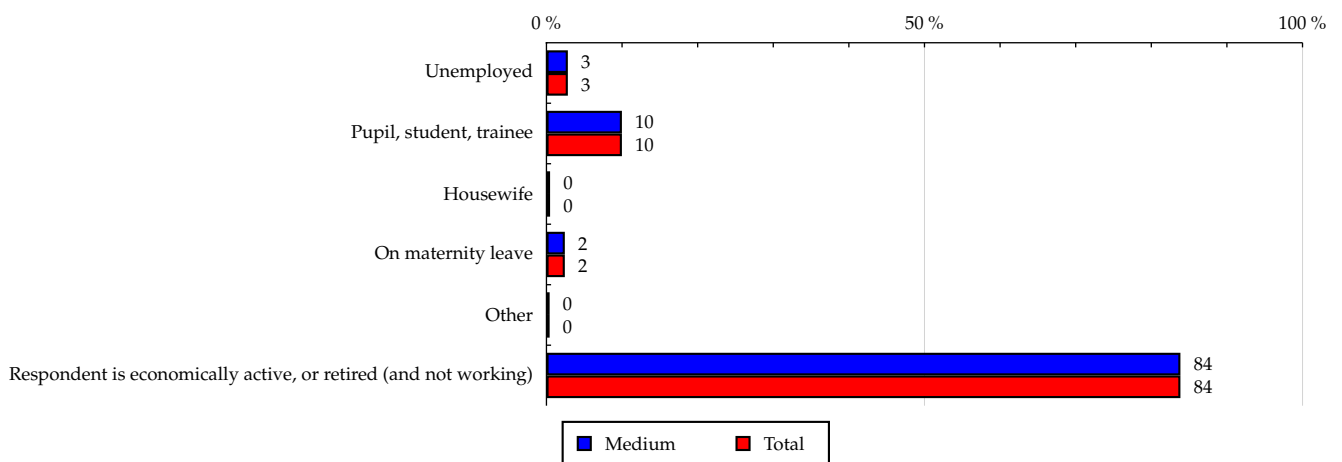
TOTAL

Table 22: Economically Inactive as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.83	186 670	89.51	3.47	278 612 854	133 603.88	91.62	2.83	186 670	3.47	278 612 854
Pupil, student, trainee	9.98	657 911	105.24	8.51	683 282 078	109 295.01	107.71	9.98	657 911	8.51	683 282 078
Housewife	0.48	31 830	75.57	0.41	33 204 007	78 825.71	77.35	0.48	31 830	0.41	33 204 007
On maternity leave	2.43	159 977	134.74	2.47	198 277 657	167 000.88	137.91	2.43	159 977	2.47	198 277 657
Other	0.42	27 943	81.31	0.66	53 296 113	155 089.36	83.23	0.42	27 943	0.66	53 296 113
Respondent is economically active, or retired (and not working)	83.85	5 527 026	96.67	84.48	6 786 452 972	118 694.01	98.94	83.85	5 527 026	84.48	6 786 452 972

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

Chart 22: Economically Inactive as by RU(%)



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

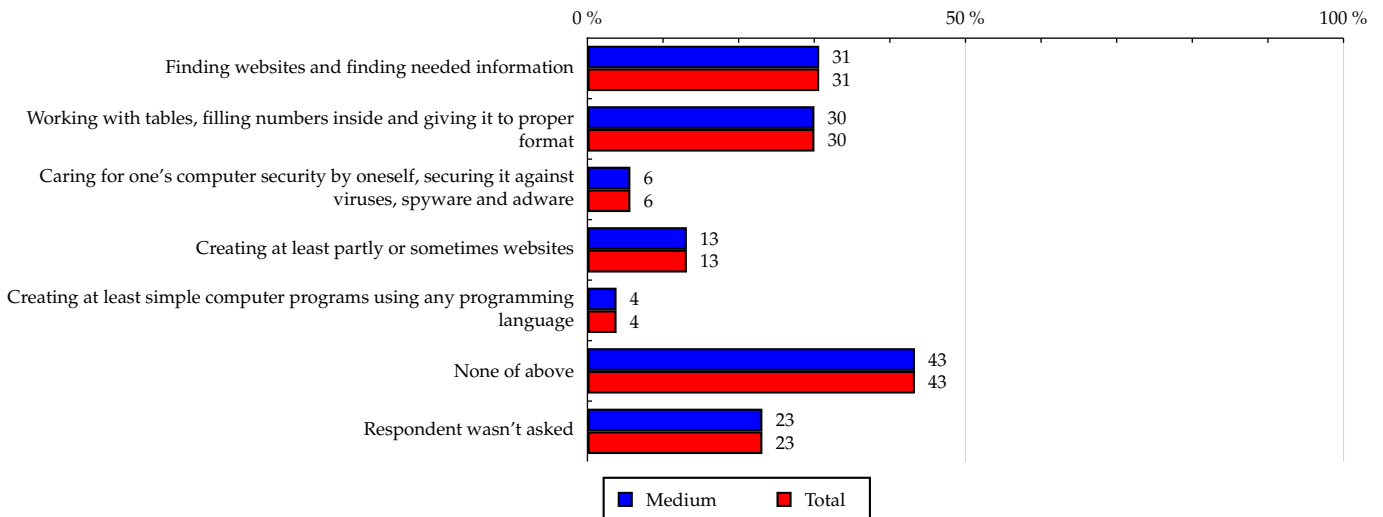
TOTAL

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	30.65	2 020 571	88.62	31.37	2 520 248 225	110 540.62	90.71	30.65	2 020 571	31.37	2 520 248 225
Working with tables, filling numbers inside and giving it to proper format	30.02	1 979 024	76.26	31.74	2 549 932 378	98 263.98	78.06	30.02	1 979 024	31.74	2 549 932 378
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	5.68	374 214	65.65	4.87	391 499 066	68 678.08	67.19	5.68	374 214	4.87	391 499 066
Creating at least partly or sometimes websites	13.15	866 671	86.18	13.79	1 107 401 044	110 114.48	88.21	13.15	866 671	13.79	1 107 401 044
Creating at least simple computer programs using any programming language	3.85	253 844	79.07	3.28	263 776 576	82 158.56	80.93	3.85	253 844	3.28	263 776 576
None of above	43.32	2 855 245	157.01	41.89	3 364 739 157	185 027.37	160.71	43.32	2 855 245	41.89	3 364 739 157
Respondent wasn't asked	23.14	1 525 191	74.08	23.88	1 918 343 493	93 170.47	75.82	23.14	1 525 191	23.88	1 918 343 493

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

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



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

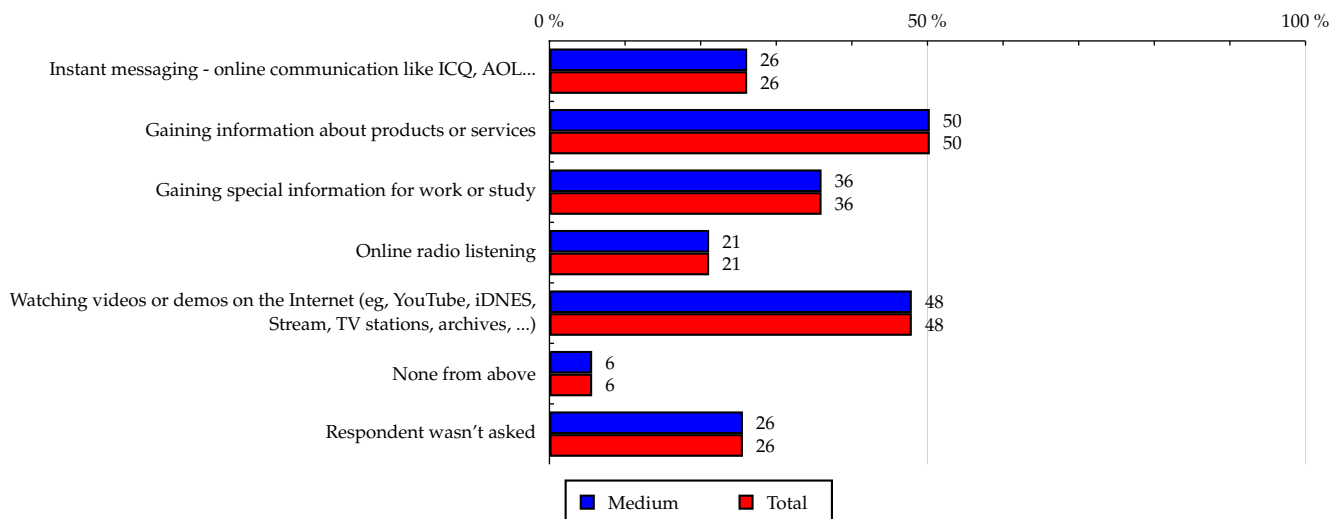
TOTAL

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...	26.15	1 723 769	59.02	24.73	1 986 367 656	68 009.26	60.41	26.15	1 723 769	24.73	1 986 367 656
Gaining information about products or services	50.31	3 316 224	88.42	49.90	4 008 500 590	106 880.03	90.50	50.31	3 316 224	49.90	4 008 500 590
Gaining special information for work or study	35.99	2 372 398	95.73	33.96	2 728 099 375	110 086.43	97.99	35.99	2 372 398	33.96	2 728 099 375
Online radio listening	21.12	1 392 368	83.45	21.21	1 703 478 083	102 093.21	85.41	21.12	1 392 368	21.21	1 703 478 083
Watching videos or demos on the Internet (eg, YouTube, iDNES, Stream, TV stations, archives, ...)	47.93	3 159 079	108.31	51.96	4 174 047 361	143 110.11	110.86	47.93	3 159 079	51.96	4 174 047 361
None from above	5.65	372 587	164.85	5.05	405 314 936	179 326.72	168.73	5.65	372 587	5.05	405 314 936
Respondent wasn't asked	25.59	1 686 423	142.17	27.96	2 246 144 237	189 350.26	145.51	25.59	1 686 423	27.96	2 246 144 237

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

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



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

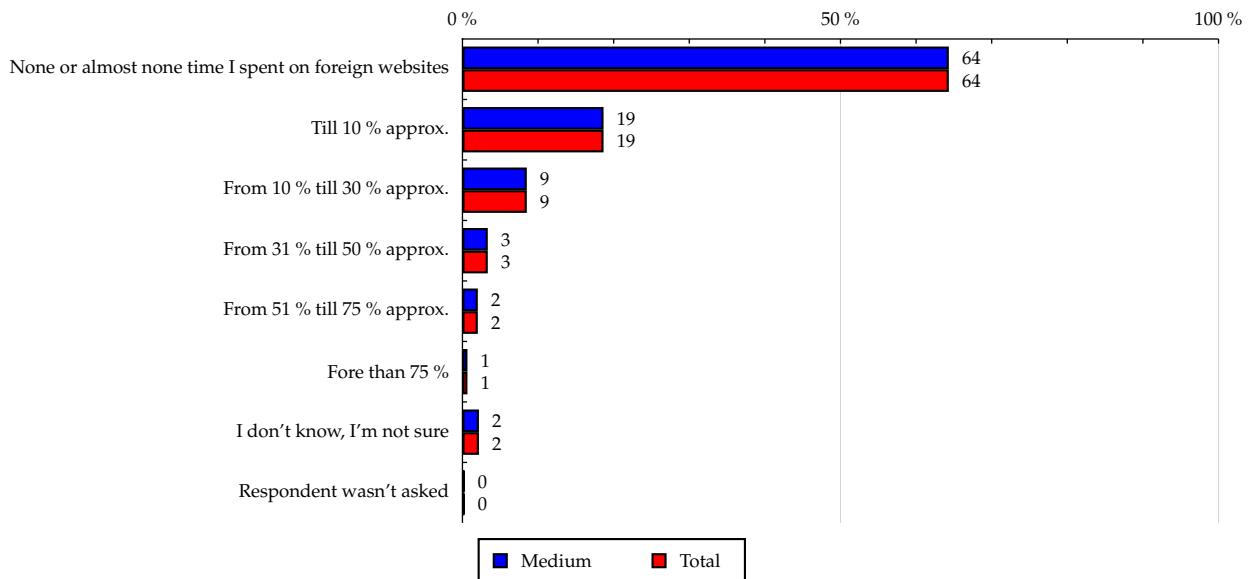
TOTAL

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	64.33	4 239 997	167.40	67.83	5 449 055 963	215 141.40	171.35	64.33	4 239 997	67.83	5 449 055 963
Till 10 % approx.	18.66	1 230 130	64.48	17.66	1 418 293 138	74 340.57	66.00	18.66	1 230 130	17.66	1 418 293 138
From 10 % till 30 % approx.	8.51	560 719	53.22	8.91	715 924 310	67 954.26	54.48	8.51	560 719	8.91	715 924 310
From 31 % till 50 % approx.	3.35	221 026	44.63	2.94	236 281 656	47 710.75	45.68	3.35	221 026	2.94	236 281 656
From 51 % till 75 % approx.	2.03	133 542	64.95	0.96	77 490 761	37 689.68	66.48	2.03	133 542	0.96	77 490 761
Fore than 75 %	0.66	43 736	46.00	0.47	37 560 096	39 506.98	47.09	0.66	43 736	0.47	37 560 096
I don't know, I'm not sure	2.18	143 596	37.67	1.14	91 320 196	23 957.29	38.56	2.18	143 596	1.14	91 320 196
Respondent wasn't asked	0.28	18 611	24.72	0.09	7 199 560	9 562.65	25.30	0.28	18 611	0.09	7 199 560

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

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



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