

## SPIR NetMonitor

# Research on the Sociodemography of Internet Users in the Czech Republic

**Medium title:**

**TOTAL**

**Month:**

**April 2014**

Basic information	
The size of Internet population in the Czech Republic	6 741 354
Number of respondents	
Medium	N = 15 000
Total (for all measured media)	N = 15 000
RU(number)	6 586 303
Reach(%)	97.70
PV(number) (from Czech visitors)	7 452 071 203
PV(number) (from all visitors)	8 006 314 703
GRP (%)	110 542.65

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

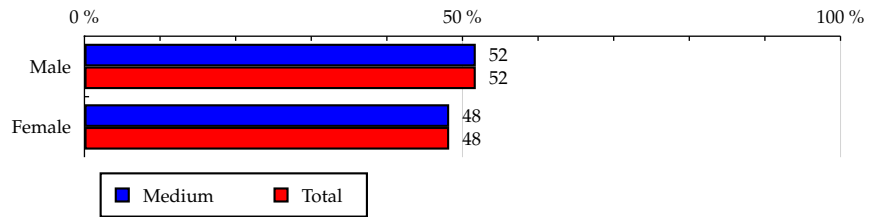
# TOTAL

**Table 1: Sex**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Male	51.76	3 408 986	97.70	54.04	4 027 301 712	115 420.63	100.00	51.76	3 408 986	54.04	4 027 301 712
Female	48.24	3 177 316	97.70	45.96	3 424 769 492	105 309.00	100.00	48.24	3 177 316	45.96	3 424 769 492

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

**Chart 1: Sex by RU(%)**



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

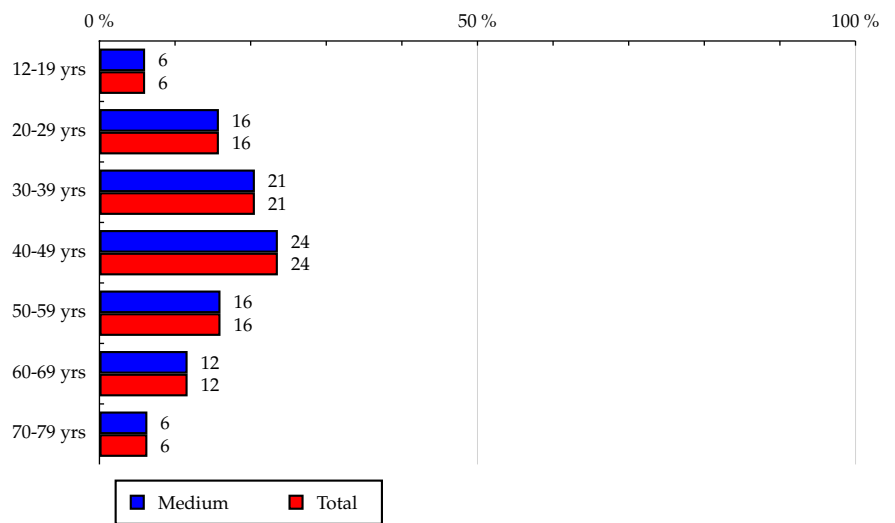
# TOTAL

Table 2: Age

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
12-19 yrs	6.04	397 816	97.70	2.64	196 895 146	48 355.65	100.00	6.04	397 816	2.64	196 895 146
20-29 yrs	15.80	1 040 333	97.70	17.34	1 291 833 674	121 318.99	100.00	15.80	1 040 333	17.34	1 291 833 674
30-39 yrs	20.56	1 354 412	97.70	19.43	1 448 031 355	104 453.16	100.00	20.56	1 354 412	19.43	1 448 031 355
40-49 yrs	23.60	1 554 271	97.70	23.17	1 726 955 747	108 554.73	100.00	23.60	1 554 271	23.17	1 726 955 747
50-59 yrs	16.01	1 054 206	97.70	17.08	1 273 033 643	117 980.07	100.00	16.01	1 054 206	17.08	1 273 033 643
60-69 yrs	11.66	767 746	97.70	13.11	977 164 074	124 349.53	100.00	11.66	767 746	13.11	977 164 074
70-79 yrs	6.34	417 515	97.70	7.22	538 157 564	125 930.51	100.00	6.34	417 515	7.22	538 157 564

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

Chart 2: Age by RU(%)



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

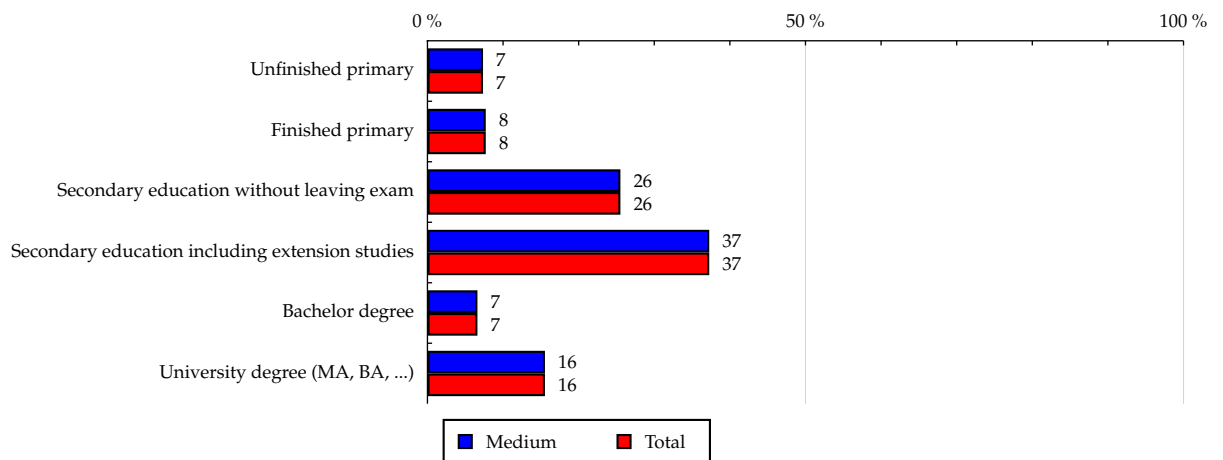
# TOTAL

**Table 3: Highest Education**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unfinished primary	7.35	484 275	97.70	3.83	285 713 060	57 641.03	100.00	7.35	484 275	3.83	285 713 060
Finished primary	7.71	507 928	97.70	7.80	581 456 183	111 842.95	100.00	7.71	507 928	7.80	581 456 183
Secondary education without leaving exam	25.52	1 680 738	97.70	28.02	2 088 011 313	121 374.42	100.00	25.52	1 680 738	28.02	2 088 011 313
Secondary education including extension studies	37.27	2 454 600	97.70	38.89	2 898 009 102	115 348.90	100.00	37.27	2 454 600	38.89	2 898 009 102
Bachelor degree	6.61	435 122	97.70	6.96	518 550 400	116 432.57	100.00	6.61	435 122	6.96	518 550 400
University degree (MA, BA, ...)	15.54	1 023 636	97.70	14.50	1 080 331 145	103 111.17	100.00	15.54	1 023 636	14.50	1 080 331 145

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

**Chart 3: Highest Education by RU(%)**



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

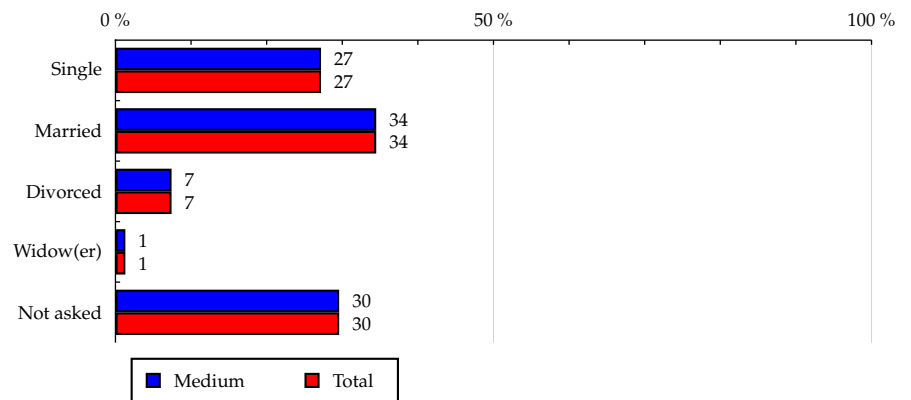
# TOTAL

**Table 4: Marital Status**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Single	27.19	1 790 646	97.70	26.44	1 970 270 024	107 500.52	100.00	27.19	1 790 646	26.44	1 970 270 024
Married	34.49	2 271 939	97.70	32.96	2 456 351 994	105 630.29	100.00	34.49	2 271 939	32.96	2 456 351 994
Divorced	7.42	488 847	97.70	8.32	620 016 693	123 915.14	100.00	7.42	488 847	8.32	620 016 693
Widow(er)	1.31	86 085	97.70	1.05	78 401 786	88 979.54	100.00	1.31	86 085	1.05	78 401 786
Not asked	29.59	1 948 784	97.70	31.23	2 327 030 707	116 662.94	100.00	29.59	1 948 784	31.23	2 327 030 707

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

**Chart 4: Marital Status by RU(%)**



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

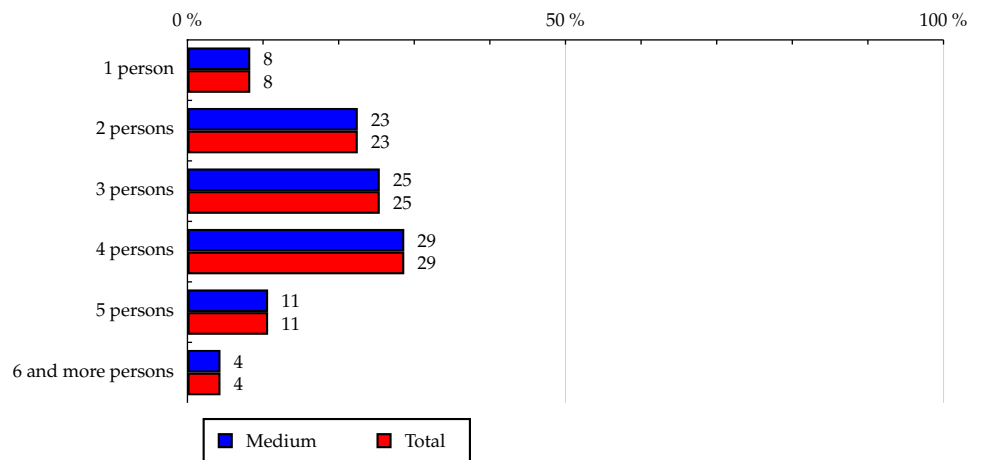
# TOTAL

**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	8.31	547 466	97.70	8.58	639 706 888	114 161.00	100.00	8.31	547 466	8.58	639 706 888
2 persons	22.53	1 484 044	97.70	24.90	1 855 262 941	122 138.63	100.00	22.53	1 484 044	24.90	1 855 262 941
3 persons	25.44	1 675 510	97.70	26.51	1 975 227 925	115 176.72	100.00	25.44	1 675 510	26.51	1 975 227 925
4 persons	28.68	1 888 903	97.70	26.52	1 976 452 977	102 228.36	100.00	28.68	1 888 903	26.52	1 976 452 977
5 persons	10.67	702 574	97.70	10.07	750 151 314	104 316.01	100.00	10.67	702 574	10.07	750 151 314
6 and more persons	4.37	287 803	97.70	3.43	255 269 158	86 655.64	100.00	4.37	287 803	3.43	255 269 158

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

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



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

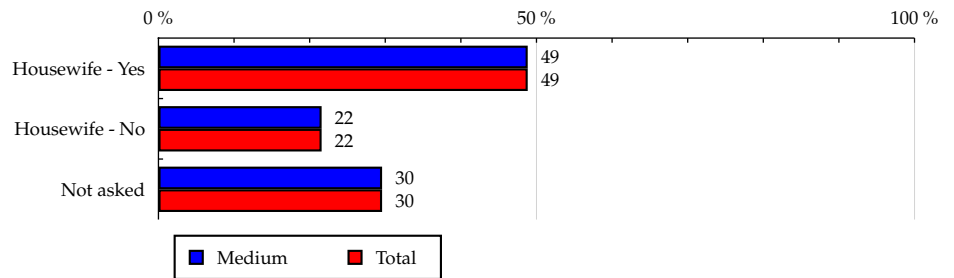
# TOTAL

**Table 6: Housewife**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Housewife - Yes	48.84	3 217 016	97.70	48.38	3 605 502 590	109 498.22	100.00	48.84	3 217 016	48.38	3 605 502 590
Housewife - No	21.58	1 421 042	97.70	20.39	1 519 646 138	104 479.26	100.00	21.58	1 421 042	20.39	1 519 646 138
Not asked	29.58	1 948 243	97.70	31.23	2 326 922 474	116 689.87	100.00	29.58	1 948 243	31.23	2 326 922 474

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

**Chart 6: Housewife by RU(%)**



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

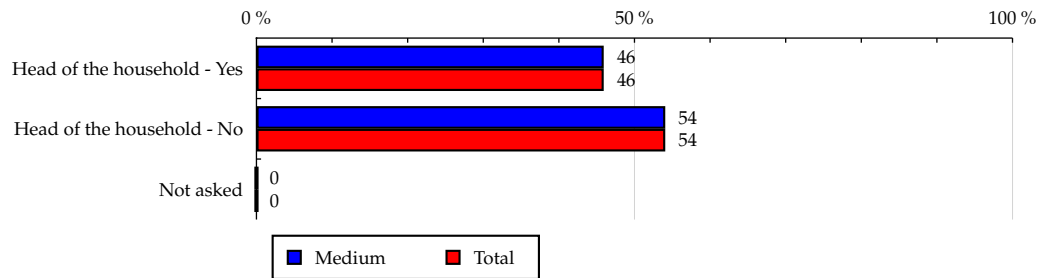
TOTAL

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	45.93	3 024 764	97.70	47.09	3 509 418 269	113 354.32	100.00	45.93	3 024 764	47.09	3 509 418 269
Head of the household - No	54.07	3 561 538	97.70	52.91	3 942 652 934	108 154.73	100.00	54.07	3 561 538	52.91	3 942 652 934
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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



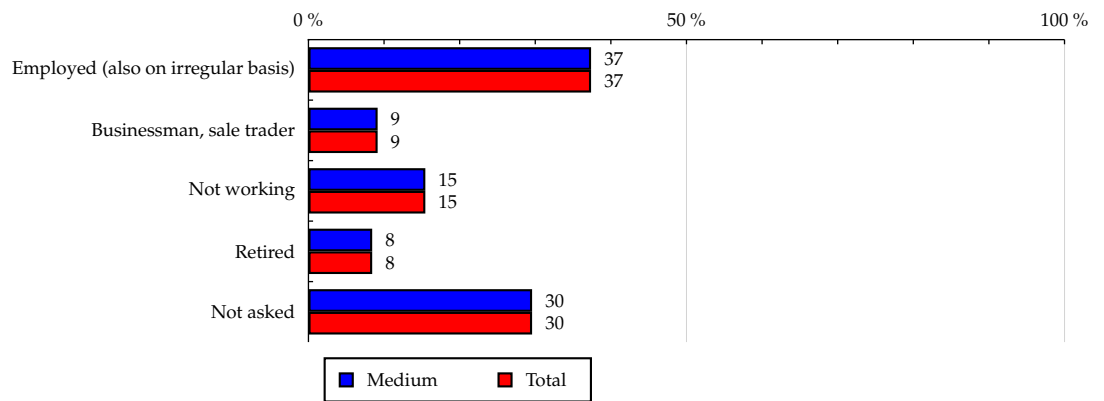
# TOTAL

**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)	37.38	2 461 903	97.70	35.25	2 626 528 251	104 233.11	100.00	37.38	2 461 903	35.25	2 626 528 251
Businessman, sale trader	9.15	602 814	97.70	8.13	605 950 488	98 208.29	100.00	9.15	602 814	8.13	605 950 488
Not working	15.46	1 018 032	97.70	15.50	1 154 834 510	110 828.79	100.00	15.46	1 018 032	15.50	1 154 834 510
Retired	8.43	555 308	97.70	9.90	737 835 480	129 813.37	100.00	8.43	555 308	9.90	737 835 480
Not asked	29.58	1 948 243	97.70	31.23	2 326 922 474	116 689.87	100.00	29.58	1 948 243	31.23	2 326 922 474

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

**Chart 8: Economic Activity by RU(%)**



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

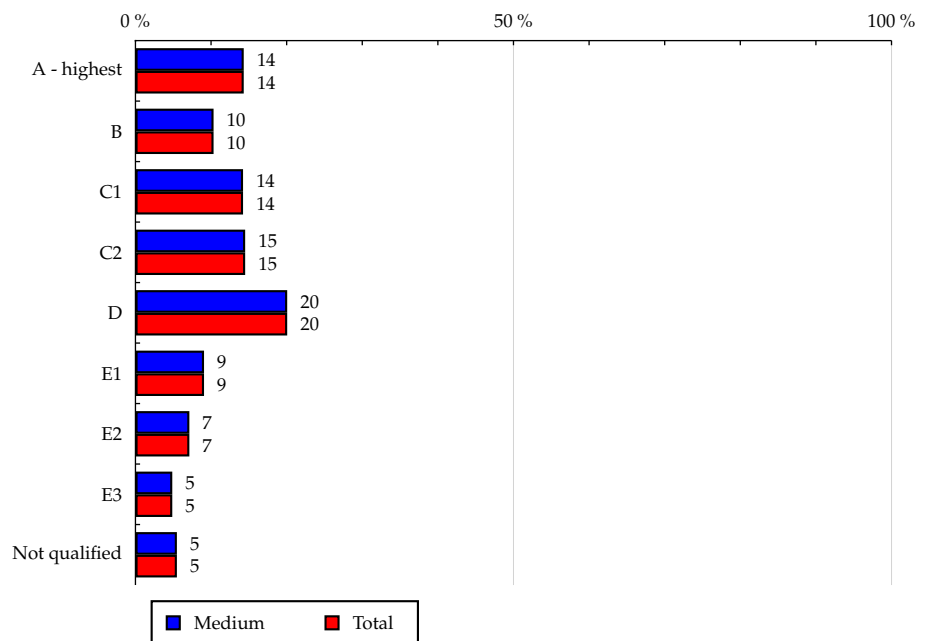
# TOTAL

**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	14.32	943 003	97.70	14.65	1 091 968 045	113 133.49	100.00	14.32	943 003	14.65	1 091 968 045
B	10.33	680 232	97.70	11.16	831 527 265	119 430.11	100.00	10.33	680 232	11.16	831 527 265
C1	14.23	937 079	97.70	14.53	1 082 448 011	112 856.12	100.00	14.23	937 079	14.53	1 082 448 011
C2	14.51	955 976	97.70	16.01	1 193 036 231	121 927.28	100.00	14.51	955 976	16.01	1 193 036 231
D	20.07	1 321 571	97.70	19.13	1 425 720 036	105 399.41	100.00	20.07	1 321 571	19.13	1 425 720 036
E1	9.07	597 570	97.70	9.99	744 435 312	121 711.63	100.00	9.07	597 570	9.99	744 435 312
E2	7.13	469 447	97.70	6.93	516 198 204	107 429.60	100.00	7.13	469 447	6.93	516 198 204
E3	4.87	320 605	97.70	4.51	336 201 855	102 452.63	100.00	4.87	320 605	4.51	336 201 855
Not qualified	5.48	360 814	97.70	3.09	230 536 243	62 423.66	100.00	5.48	360 814	3.09	230 536 243

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

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



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

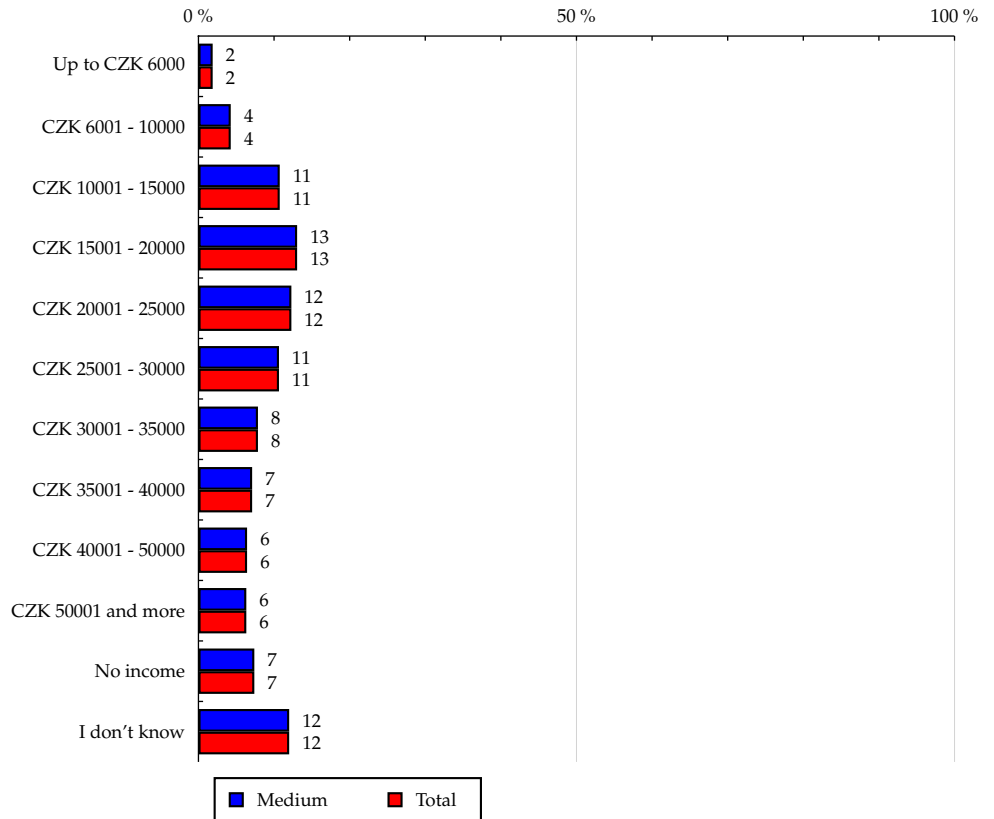
# TOTAL

**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	1.88	123 819	97.70	1.97	147 089 093	116 061.20	100.00	1.88	123 819	1.97	147 089 093
CZK 6001 - 10000	4.27	281 037	97.70	4.38	326 519 179	113 511.39	100.00	4.27	281 037	4.38	326 519 179
CZK 10001 - 15000	10.75	708 025	97.70	10.84	807 592 840	111 439.31	100.00	10.75	708 025	10.84	807 592 840
CZK 15001 - 20000	13.05	859 635	97.70	14.15	1 054 390 373	119 834.44	100.00	13.05	859 635	14.15	1 054 390 373
CZK 20001 - 25000	12.29	809 360	97.70	12.37	921 942 674	111 290.12	100.00	12.29	809 360	12.37	921 942 674
CZK 25001 - 30000	10.65	701 148	97.70	11.80	879 446 204	122 544.59	100.00	10.65	701 148	11.80	879 446 204
CZK 30001 - 35000	7.87	518 315	97.70	7.58	564 706 881	106 444.48	100.00	7.87	518 315	7.58	564 706 881
CZK 35001 - 40000	7.10	467 324	97.70	7.88	587 037 284	122 727.39	100.00	7.10	467 324	7.88	587 037 284
CZK 40001 - 50000	6.43	423 487	97.70	6.41	477 638 299	110 192.71	100.00	6.43	423 487	6.41	477 638 299
CZK 50001 and more	6.33	416 820	97.70	6.30	469 318 203	110 005.21	100.00	6.33	416 820	6.30	469 318 203
No income	7.39	486 682	97.70	4.53	337 263 190	67 704.48	100.00	7.39	486 682	4.53	337 263 190
I don't know	12.00	790 646	97.70	11.80	879 126 981	108 633.53	100.00	12.00	790 646	11.80	879 126 981

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

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



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

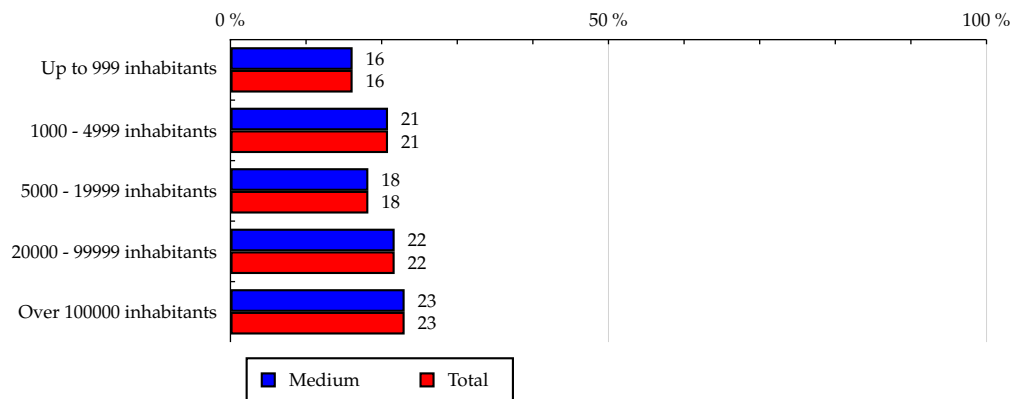
TOTAL

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	16.16	1 064 054	97.70	15.50	1 154 937 727	106 044.79	100.00	16.16	1 064 054	15.50	1 154 937 727
1000 - 4999 inhabitants	20.84	1 372 791	97.70	20.00	1 490 517 568	106 078.39	100.00	20.84	1 372 791	20.00	1 490 517 568
5000 - 19999 inhabitants	18.24	1 201 565	97.70	17.88	1 332 556 643	108 350.93	100.00	18.24	1 201 565	17.88	1 332 556 643
20000 - 99999 inhabitants	21.72	1 430 635	97.70	22.66	1 688 787 748	115 329.59	100.00	21.72	1 430 635	22.66	1 688 787 748
Over 100000 inhabitants	23.04	1 517 255	97.70	23.96	1 785 271 518	114 958.24	100.00	23.04	1 517 255	23.96	1 785 271 518

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

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



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

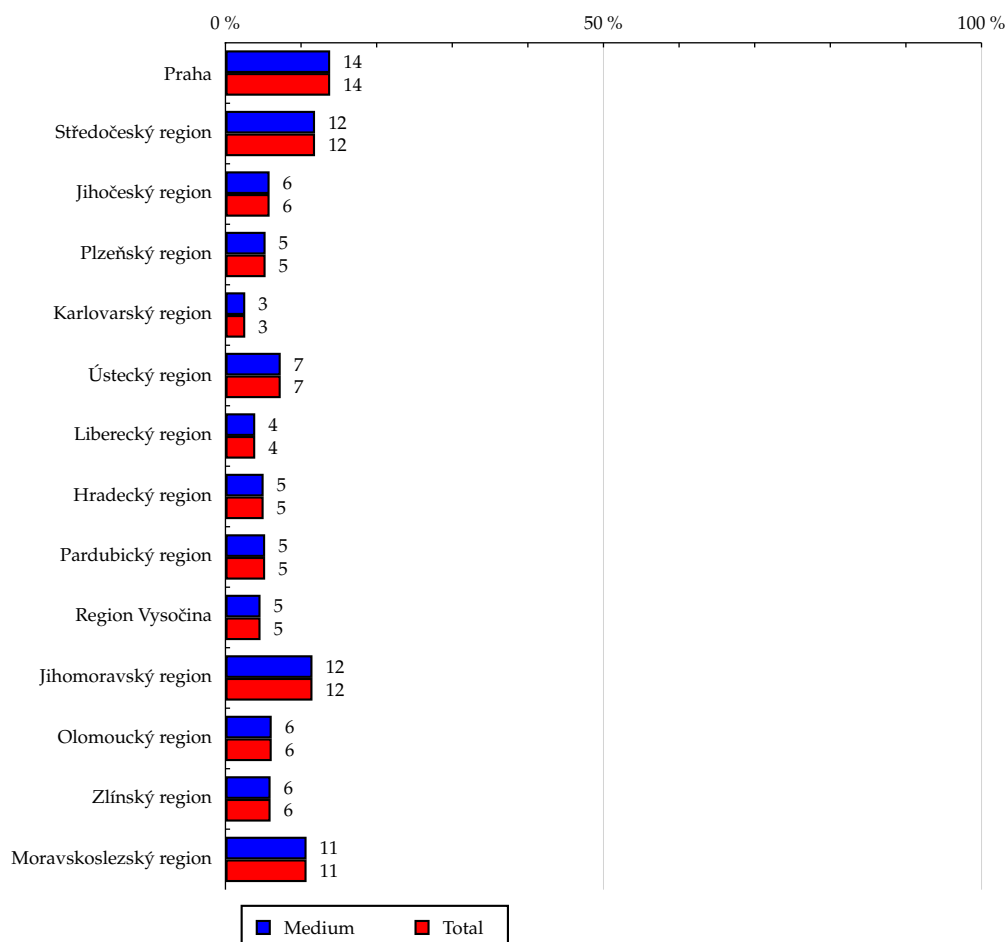
# TOTAL

## Table 12: Region

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Praha	13.85	912 412	97.70	13.61	1 014 083 569	108 586.80	100.00	13.85	912 412	13.61	1 014 083 569
Středočeský region	11.85	780 254	97.70	11.82	880 844 620	110 295.43	100.00	11.85	780 254	11.82	880 844 620
Jihočeský region	5.84	384 486	97.70	5.30	394 657 483	100 284.62	100.00	5.84	384 486	5.30	394 657 483
Plzeňský region	5.31	350 018	97.70	5.25	391 193 009	109 192.83	100.00	5.31	350 018	5.25	391 193 009
Karlovarský region	2.62	172 798	97.70	2.40	178 753 533	101 066.70	100.00	2.62	172 798	2.40	178 753 533
Ústecký region	7.31	481 654	97.70	6.95	517 569 089	104 985.10	100.00	7.31	481 654	6.95	517 569 089
Liberecký region	3.94	259 507	97.70	3.88	289 203 617	108 879.93	100.00	3.94	259 507	3.88	289 203 617
Hradecký region	5.05	332 570	97.70	4.67	348 303 047	102 321.89	100.00	5.05	332 570	4.67	348 303 047
Pardubický region	5.25	345 956	97.70	4.99	371 903 049	105 027.60	100.00	5.25	345 956	4.99	371 903 049
Region Vysočina	4.64	305 702	97.70	5.06	377 166 779	120 539.56	100.00	4.64	305 702	5.06	377 166 779
Jihomoravský region	11.51	757 868	97.70	11.49	856 249 144	110 382.60	100.00	11.51	757 868	11.49	856 249 144
Olomoucký region	6.12	402 851	97.70	7.22	538 116 058	130 504.38	100.00	6.12	402 851	7.22	538 116 058
Zlínský region	5.97	393 256	97.70	6.20	462 216 359	114 832.16	100.00	5.97	393 256	6.20	462 216 359
Moravskoslezský region	10.73	706 963	97.70	11.16	831 811 846	114 953.57	100.00	10.73	706 963	11.16	831 811 846

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

## Chart 12: Region by RU(%)



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

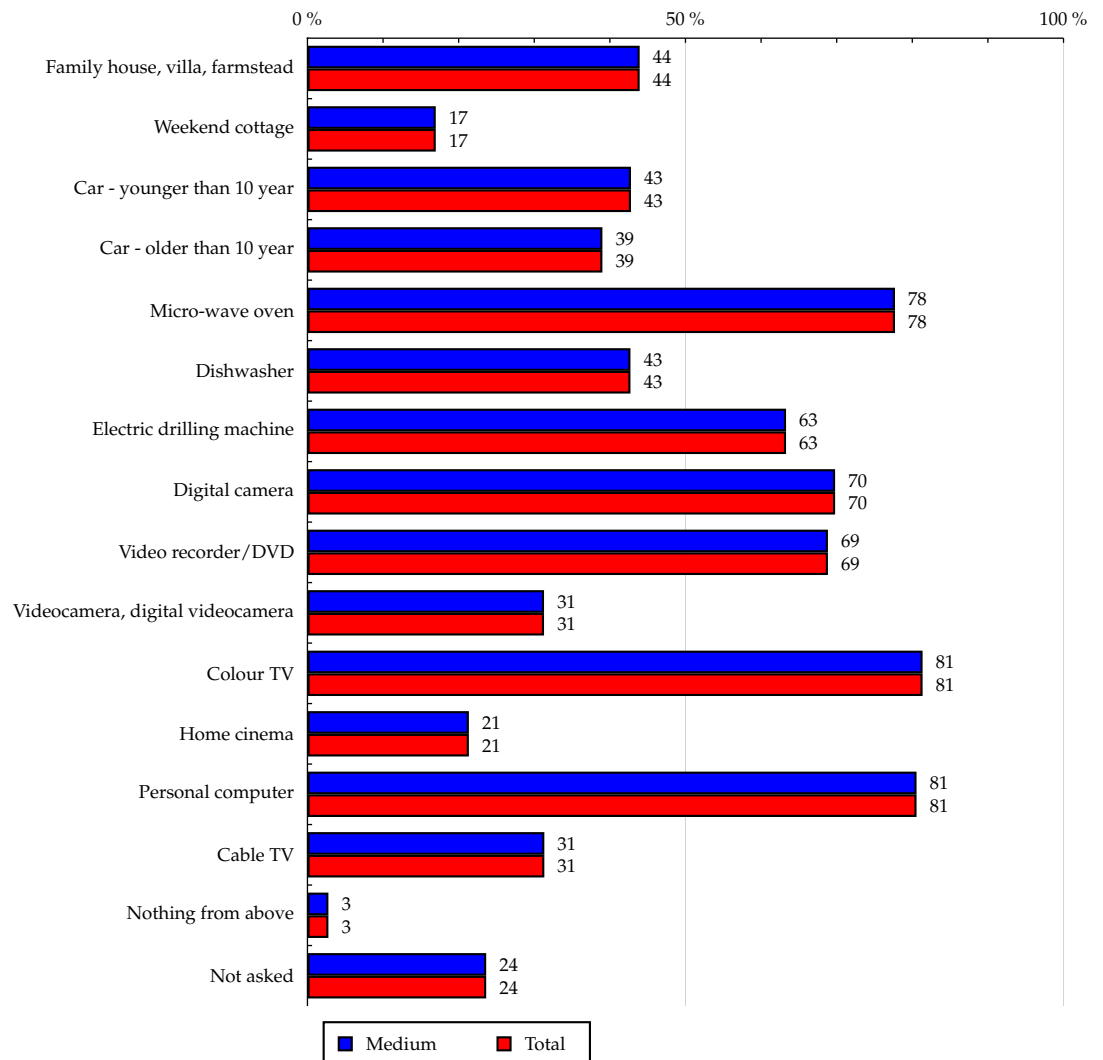
TOTAL

Table 13: Facilities

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Family house, villa, farmstead	43.94	2 894 034	97.70	42.61	3 175 129 509	107 189.51	100.00	43.94	2 894 034	42.61	3 175 129 509
Weekend cottage	16.97	1 117 465	97.70	18.34	1 366 658 966	119 486.99	100.00	16.97	1 117 465	18.34	1 366 658 966
Car - younger than 10 year	42.79	2 818 281	97.70	43.06	3 208 635 678	111 232.20	100.00	42.79	2 818 281	43.06	3 208 635 678
Car - older than 10 year	39.01	2 569 281	97.70	39.98	2 979 383 270	113 294.59	100.00	39.01	2 569 281	39.98	2 979 383 270
Micro-wave oven	77.71	5 118 322	97.70	79.93	5 956 263 623	113 694.87	100.00	77.71	5 118 322	79.93	5 956 263 623
Dishwasher	42.72	2 813 792	97.70	42.49	3 166 544 222	109 948.19	100.00	42.72	2 813 792	42.49	3 166 544 222
Electric drilling machine	63.30	4 169 447	97.70	64.11	4 777 290 117	111 943.18	100.00	63.30	4 169 447	64.11	4 777 290 117
Digital camera	69.79	4 596 753	97.70	71.99	5 364 623 738	114 020.42	100.00	69.79	4 596 753	71.99	5 364 623 738
Video recorder/DVD	68.84	4 534 020	97.70	68.51	5 105 139 312	110 006.59	100.00	68.84	4 534 020	68.51	5 105 139 312
Videocamera, digital videocamera	31.29	2 060 871	97.70	29.88	2 226 388 529	105 546.71	100.00	31.29	2 060 871	29.88	2 226 388 529
Colour TV	81.36	5 358 693	97.70	83.94	6 255 471 297	114 050.11	100.00	81.36	5 358 693	83.94	6 255 471 297
Home cinema	21.35	1 406 243	97.70	19.89	1 482 531 717	103 000.21	100.00	21.35	1 406 243	19.89	1 482 531 717
Personal computer	80.56	5 305 653	97.70	82.81	6 170 799 249	113 631.08	100.00	80.56	5 305 653	82.81	6 170 799 249
Cable TV	31.33	2 063 768	97.70	30.97	2 308 057 880	109 264.82	100.00	31.33	2 063 768	30.97	2 308 057 880
Nothing from above	2.77	182 304	97.70	2.91	216 964 277	116 274.99	100.00	2.77	182 304	2.91	216 964 277
Not asked	23.64	1 556 799	97.70	25.07	1 868 379 092	117 253.77	100.00	23.64	1 556 799	25.07	1 868 379 092

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

Chart 13: Facilities by RU(%)



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

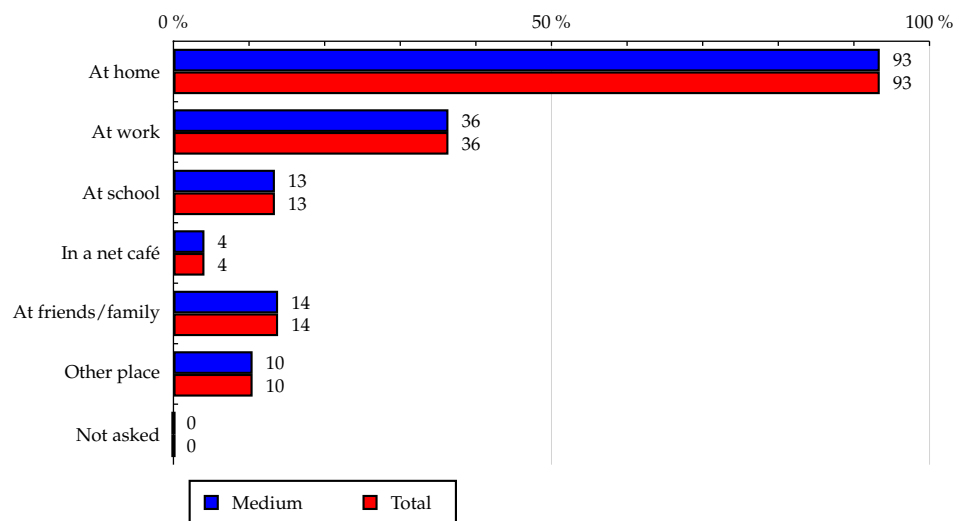
# TOTAL

**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	93.42	6 153 204	97.70	94.05	7 008 745 340	111 284.19	100.00	93.42	6 153 204	94.05	7 008 745 340
At work	36.37	2 395 353	97.70	34.89	2 600 314 648	106 059.81	100.00	36.37	2 395 353	34.89	2 600 314 648
At school	13.42	883 747	97.70	12.95	964 695 010	106 648.92	100.00	13.42	883 747	12.95	964 695 010
In a net café	4.10	270 315	97.70	3.61	268 884 211	97 182.79	100.00	4.10	270 315	3.61	268 884 211
At friends/family	13.84	911 567	97.70	13.15	980 149 558	105 050.53	100.00	13.84	911 567	13.15	980 149 558
Other place	10.47	689 497	97.70	10.05	749 258 591	106 167.99	100.00	10.47	689 497	10.05	749 258 591
Not asked	0.00	0	-	0.00	0	-	-	0.00	0	0.00	0

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

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



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

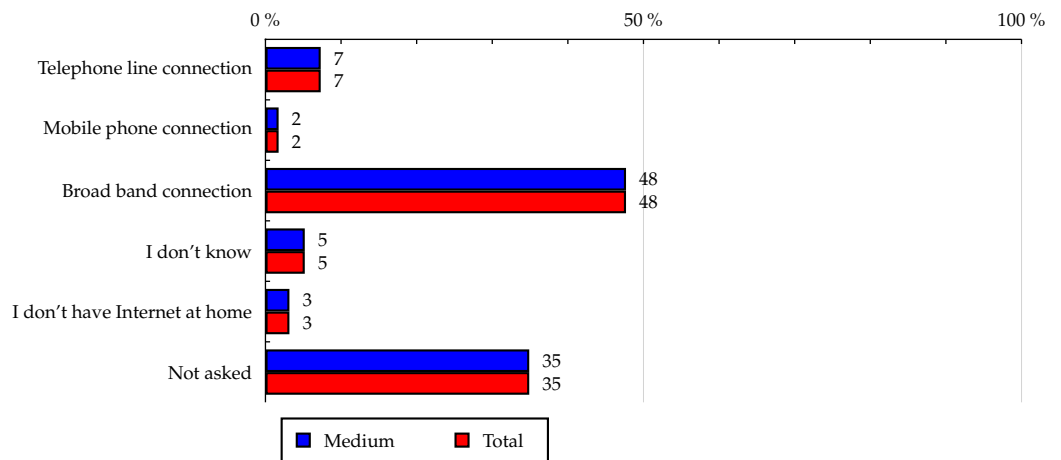
# TOTAL

**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	7.31	481 216	97.70	7.14	531 871 630	107 984.44	100.00	7.31	481 216	7.14	531 871 630
Mobile phone connection	1.74	114 710	97.70	1.65	122 927 034	104 698.19	100.00	1.74	114 710	1.65	122 927 034
Broad band connection	47.69	3 140 969	97.70	47.78	3 560 508 923	110 749.80	100.00	47.69	3 140 969	47.78	3 560 508 923
I don't know	5.20	342 515	97.70	4.73	352 701 400	100 605.47	100.00	5.20	342 515	4.73	352 701 400
I don't have Internet at home	3.17	208 614	97.70	3.25	242 537 713	113 587.45	100.00	3.17	208 614	3.25	242 537 713
Not asked	34.89	2 298 277	97.70	35.45	2 641 524 502	112 291.45	100.00	34.89	2 298 277	35.45	2 641 524 502

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

**Chart 15: Connection from Home by RU(%)**



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



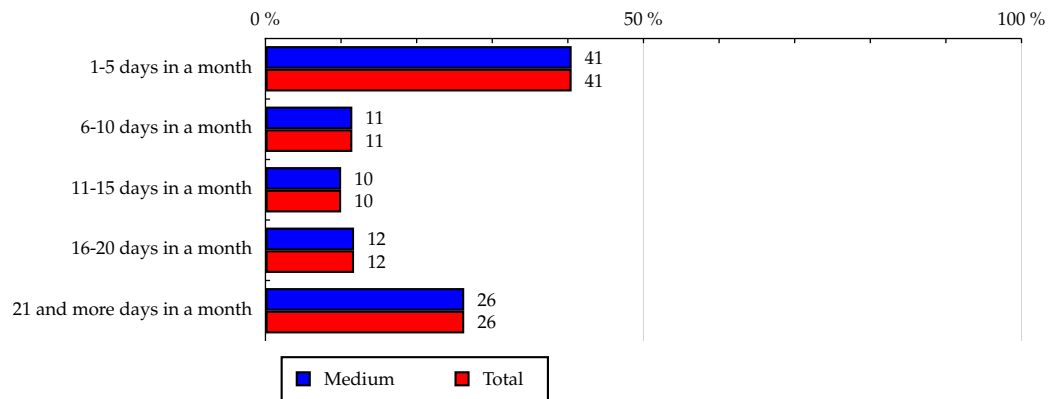
# TOTAL

**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	40.50	2 667 171	97.70	15.36	1 144 600 289	41 927.35	100.00	40.50	2 667 171	15.36	1 144 600 289
6-10 days in a month	11.49	756 901	97.70	2.92	217 387 841	28 060.16	100.00	11.49	756 901	2.92	217 387 841
11-15 days in a month	10.01	659 194	97.70	5.99	446 401 941	66 161.74	100.00	10.01	659 194	5.99	446 401 941
16-20 days in a month	11.72	771 727	97.70	12.56	936 140 060	118 514.47	100.00	11.72	771 727	12.56	936 140 060
21 and more days in a month	26.29	1 731 306	97.70	63.17	4 707 541 073	265 652.93	100.00	26.29	1 731 306	63.17	4 707 541 073

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

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



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

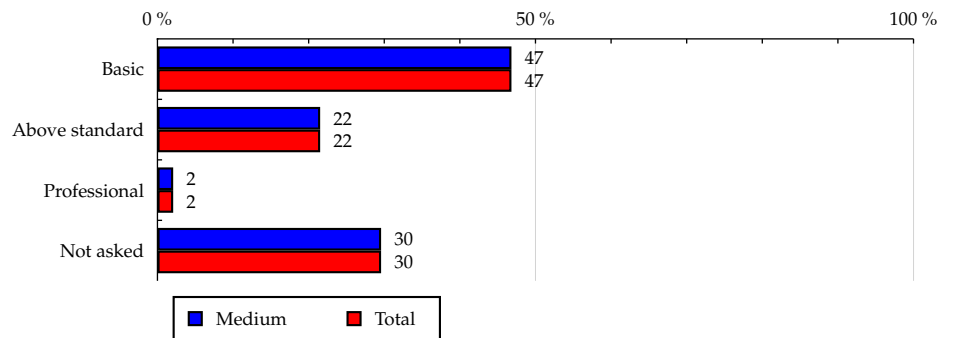
# TOTAL

**Table 17: IT Knowledge**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Basic	46.82	3 083 934	97.70	47.94	3 572 822 996	113 188.13	100.00	46.82	3 083 934	47.94	3 572 822 996
Above standard	21.52	1 417 115	97.70	19.06	1 420 387 377	97 925.55	100.00	21.52	1 417 115	19.06	1 420 387 377
Professional	2.08	137 008	97.70	1.77	131 938 355	94 084.55	100.00	2.08	137 008	1.77	131 938 355
Not asked	29.58	1 948 243	97.70	31.23	2 326 922 474	116 689.87	100.00	29.58	1 948 243	31.23	2 326 922 474

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

**Chart 17: IT Knowledge by RU(%)**



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

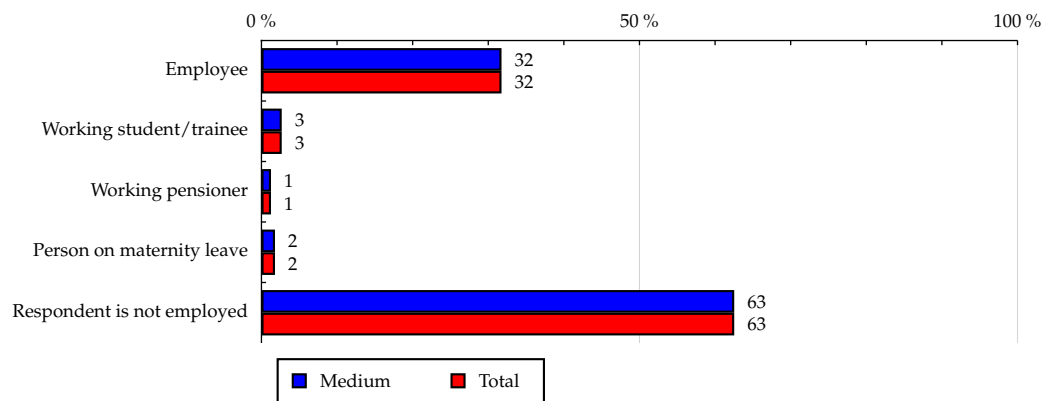
TOTAL

Table 18: Economically Active as

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Employee	31.75	2 090 829	97.70	30.10	2 242 759 476	104 799.37	100.00	31.75	2 090 829	30.10	2 242 759 476
Working student/trainee	2.68	176 534	97.70	2.21	164 611 122	91 100.99	100.00	2.68	176 534	2.21	164 611 122
Working pensioner	1.26	83 048	97.70	1.36	101 566 104	119 483.78	100.00	1.26	83 048	1.36	101 566 104
Person on maternity leave	1.79	117 573	97.70	1.69	126 307 861	104 957.79	100.00	1.79	117 573	1.69	126 307 861
Respondent is not employed	62.53	4 118 315	97.70	64.64	4 816 826 640	114 270.98	100.00	62.53	4 118 315	64.64	4 816 826 640

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

Chart 18: Economically Active as by RU(%)



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

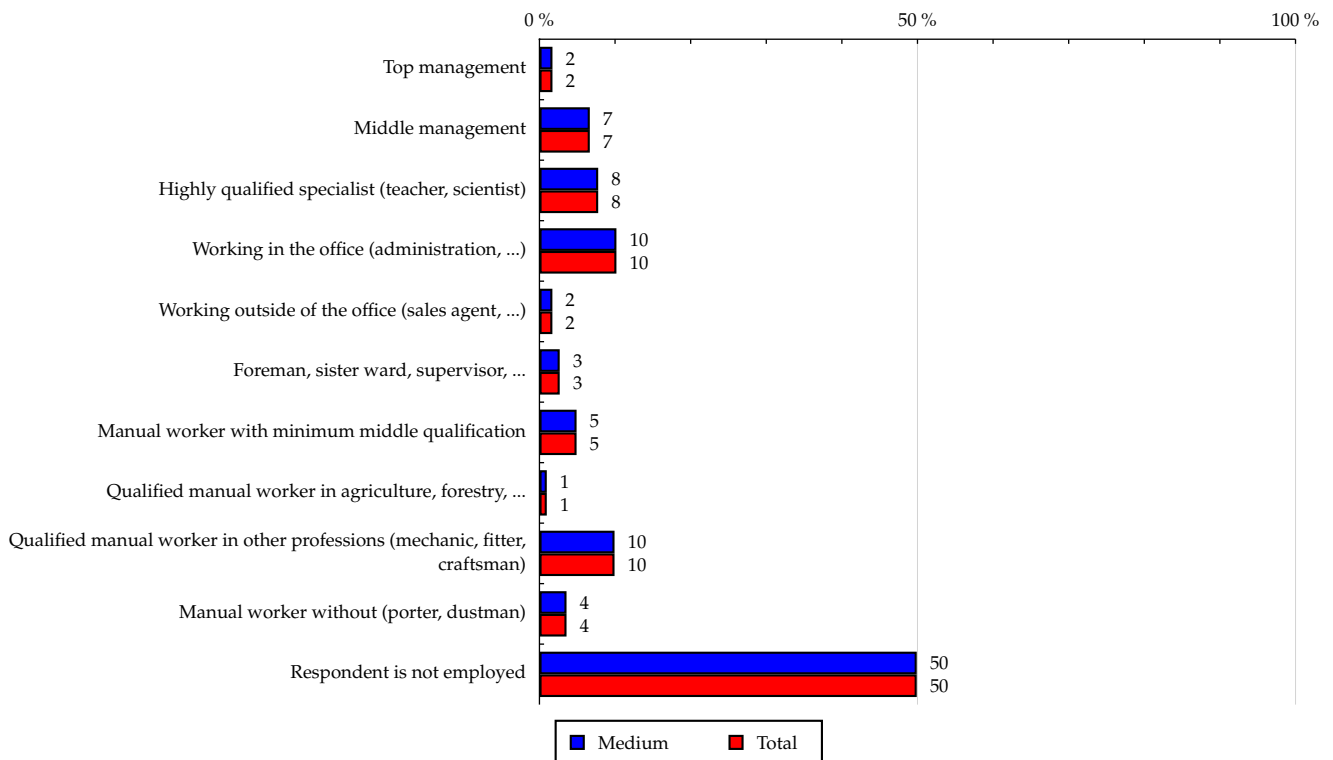
TOTAL

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	1.72	113 168	97.70	1.64	121 971 133	105 299.81	100.00	1.72	113 168	1.64	121 971 133
Middle management	6.66	438 453	97.70	6.65	495 547 482	110 422.22	100.00	6.66	438 453	6.65	495 547 482
Highly qualified specialist (teacher, scientist)	7.77	511 482	97.70	6.69	498 763 821	95 270.62	100.00	7.77	511 482	6.69	498 763 821
Working in the office (administration, ...)	10.18	670 314	97.70	9.98	743 569 197	108 377.08	100.00	10.18	670 314	9.98	743 569 197
Working outside of the office (sales agent, ...)	1.71	112 679	97.70	1.65	122 880 777	106 545.13	100.00	1.71	112 679	1.65	122 880 777
Foreman, sister ward, supervisor, ...	2.68	176 721	97.70	2.60	193 740 354	107 108.62	100.00	2.68	176 721	2.60	193 740 354
Manual worker with minimum middle qualification	4.91	323 371	97.70	4.71	351 342 859	106 151.11	100.00	4.91	323 371	4.71	351 342 859
Qualified manual worker in agriculture, forestry, ...	0.97	63 563	97.70	1.09	80 887 916	124 327.90	100.00	0.97	63 563	1.09	80 887 916
Qualified manual worker in other professions (mechanic, fitter, craftsman)	9.93	654 291	97.70	10.56	786 985 982	117 514.20	100.00	9.93	654 291	10.56	786 985 982
Manual worker without (porter, dustman)	3.58	235 798	97.70	3.52	262 063 123	108 582.50	100.00	3.58	235 798	3.52	262 063 123
Respondent is not employed	49.90	3 286 459	97.70	50.92	3 794 318 559	112 797.67	100.00	49.90	3 286 459	50.92	3 794 318 559

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

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



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

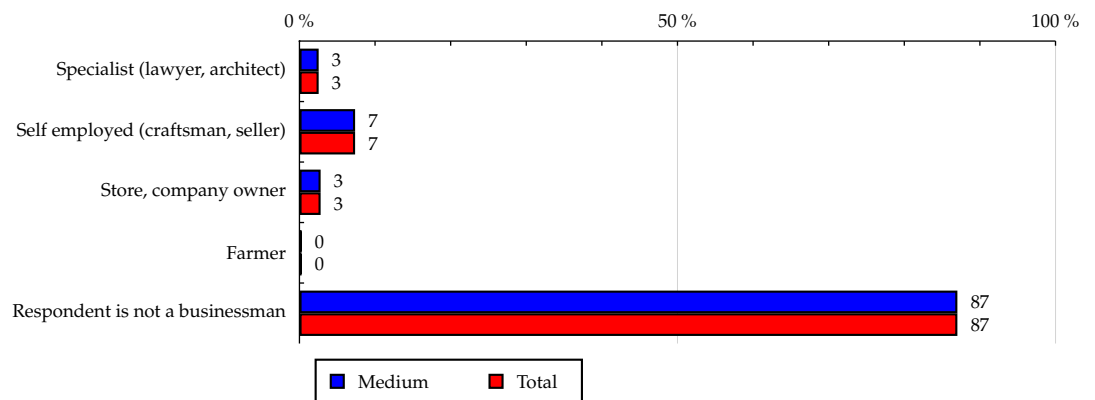
# TOTAL

**Table 20: Business Activities**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Specialist (lawyer, architect)	2.54	167 437	97.70	2.15	160 091 378	93 413.30	100.00	2.54	167 437	2.15	160 091 378
Self employed (craftsman, seller)	7.36	484 760	97.70	7.39	550 923 751	111 034.74	100.00	7.36	484 760	7.39	550 923 751
Store, company owner	2.80	184 483	97.70	2.47	184 211 913	97 556.22	100.00	2.80	184 483	2.47	184 211 913
Farmer	0.28	18 197	97.70	0.35	26 437 085	141 938.47	100.00	0.28	18 197	0.35	26 437 085
Respondent is not a businessman	87.02	5 731 423	97.70	87.63	6 530 407 076	111 319.77	100.00	87.02	5 731 423	87.63	6 530 407 076

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

**Chart 20: Business Activities by RU(%)**



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

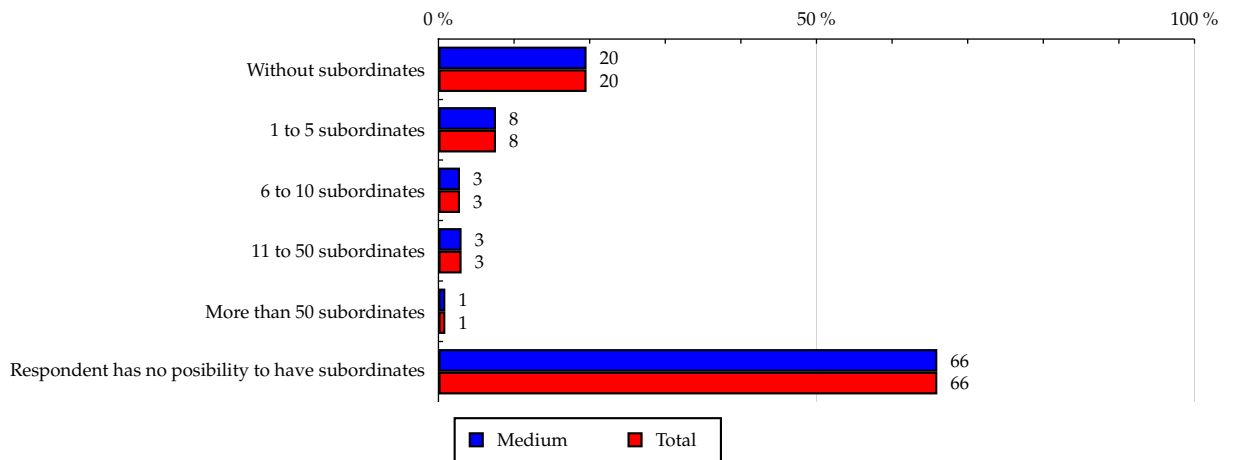
# TOTAL

**Table 21: Number of Subordinates**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Without subordinates	19.59	1 290 069	97.70	20.46	1 524 418 644	115 447.79	100.00	19.59	1 290 069	20.46	1 524 418 644
1 to 5 subordinates	7.61	501 270	97.70	8.20	611 428 974	119 170.45	100.00	7.61	501 270	8.20	611 428 974
6 to 10 subordinates	2.85	187 428	97.70	2.62	195 127 478	101 713.31	100.00	2.85	187 428	2.62	195 127 478
11 to 50 subordinates	3.06	201 762	97.70	3.00	223 929 148	108 433.77	100.00	3.06	201 762	3.00	223 929 148
More than 50 subordinates	0.91	59 830	97.70	0.54	40 461 181	66 071.15	100.00	0.91	59 830	0.54	40 461 181
Respondent has no possibility to have subordinates	65.98	4 345 941	97.70	65.17	4 856 705 778	109 182.36	100.00	65.98	4 345 941	65.17	4 856 705 778

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

**Chart 21: Number of Subordinates by RU(%)**



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

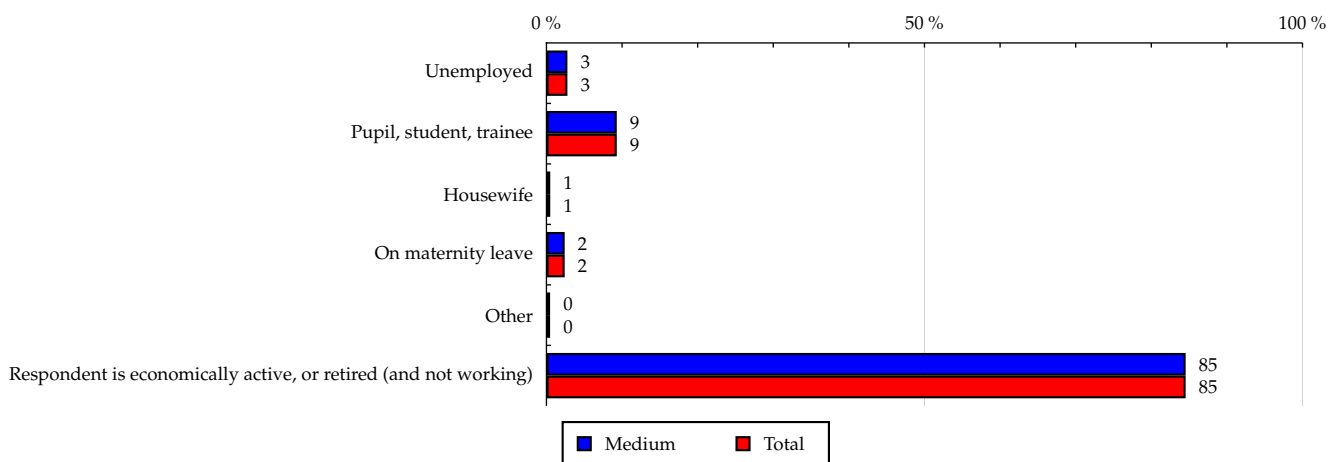
# TOTAL

**Table 22: Economically Inactive as**

	MEDIUM							TOTAL			
	RU (%)	RU (number)	Reach (%)	PV (%)	PV (number)	TRP (%)	Affinity (%)	RU (%)	RU (number)	PV (%)	PV (number)
Unemployed	2.77	182 411	97.70	3.40	253 232 224	135 631.43	100.00	2.77	182 411	3.40	253 232 224
Pupil, student, trainee	9.30	612 364	97.70	8.86	660 577 188	105 392.12	100.00	9.30	612 364	8.86	660 577 188
Housewife	0.50	32 969	97.70	0.56	41 986 118	124 418.04	100.00	0.50	32 969	0.56	41 986 118
On maternity leave	2.41	158 775	97.70	2.07	154 142 037	94 848.66	100.00	2.41	158 775	2.07	154 142 037
Other	0.48	31 881	97.70	0.61	45 093 500	138 187.75	100.00	0.48	31 881	0.61	45 093 500
Respondent is economically active, or retired (and not working)	84.54	5 567 899	97.70	84.50	6 297 040 136	110 494.24	100.00	84.54	5 567 899	84.50	6 297 040 136

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

**Chart 22: Economically Inactive as by RU(%)**



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

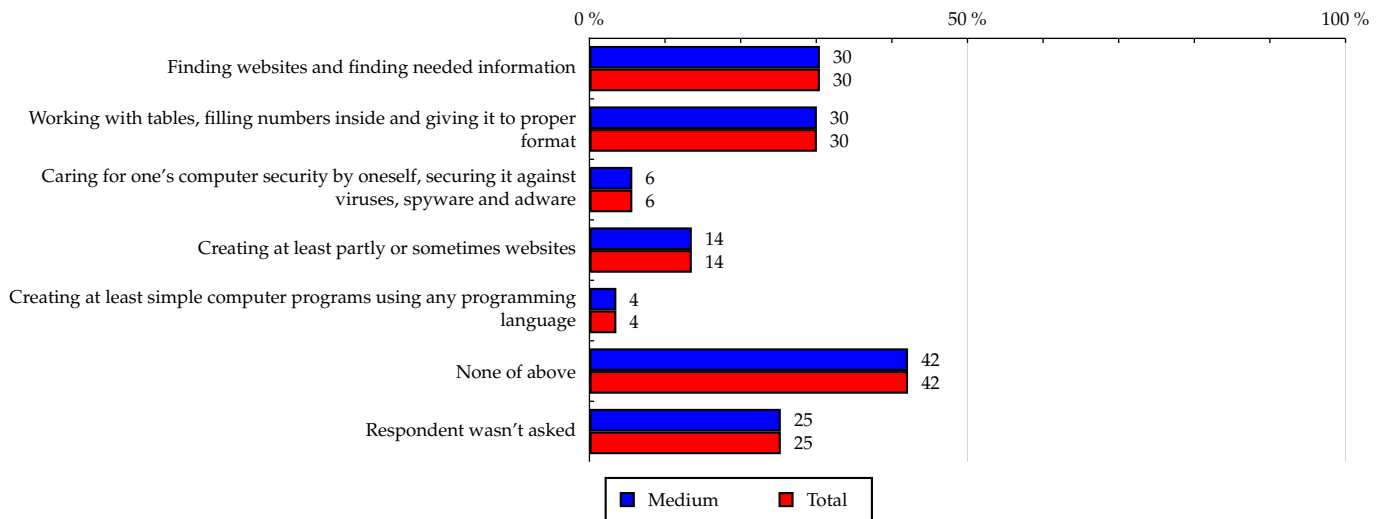
# TOTAL

**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	30.48	2 007 259	97.70	32.25	2 403 243 069	116 973.84	100.00	30.48	2 007 259	32.25	2 403 243 069
Working with tables, filling numbers inside and giving it to proper format	30.08	1 981 385	97.70	30.36	2 262 179 786	111 545.64	100.00	30.08	1 981 385	30.36	2 262 179 786
Caring for one's computer security by oneself, securing it against viruses, spyware and adware	5.67	373 549	97.70	5.59	416 300 219	108 881.36	100.00	5.67	373 549	5.59	416 300 219
Creating at least partly or sometimes websites	13.54	891 744	97.70	13.45	1 001 951 878	109 774.37	100.00	13.54	891 744	13.45	1 001 951 878
Creating at least simple computer programs using any programming language	3.56	234 776	97.70	3.27	243 702 613	101 414.52	100.00	3.56	234 776	3.27	243 702 613
None of above	42.14	2 775 750	97.70	42.57	3 172 258 964	111 656.19	100.00	42.14	2 775 750	42.57	3 172 258 964
Respondent wasn't asked	25.31	1 666 866	97.70	25.18	1 876 165 028	109 967.62	100.00	25.31	1 666 866	25.18	1 876 165 028

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

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



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



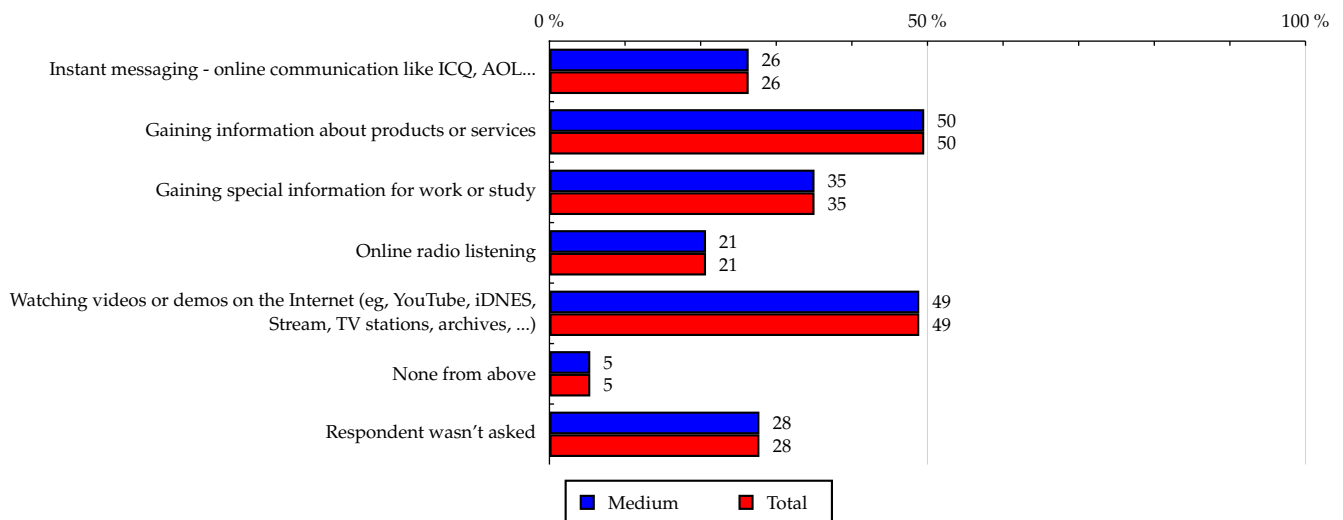
TOTAL

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...	26.35	1 735 780	97.70	25.00	1 862 713 580	104 844.57	100.00	26.35	1 735 780	25.00	1 862 713 580
Gaining information about products or services	49.57	3 264 822	97.70	49.18	3 664 903 537	109 672.46	100.00	49.57	3 264 822	49.18	3 664 903 537
Gaining special information for work or study	35.06	2 308 965	97.70	33.99	2 532 836 685	107 172.73	100.00	35.06	2 308 965	33.99	2 532 836 685
Online radio listening	20.71	1 363 931	97.70	21.12	1 574 209 775	112 762.51	100.00	20.71	1 363 931	21.12	1 574 209 775
Watching videos or demos on the Internet (eg, YouTube, iDNES, Stream, TV stations, archives, ...)	48.91	3 221 260	97.70	53.93	4 019 271 185	121 903.44	100.00	48.91	3 221 260	53.93	4 019 271 185
None from above	5.40	355 798	97.70	5.66	421 724 901	115 803.13	100.00	5.40	355 798	5.66	421 724 901
Respondent wasn't asked	27.77	1 829 300	97.70	29.17	2 173 936 804	116 106.46	100.00	27.77	1 829 300	29.17	2 173 936 804

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

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



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

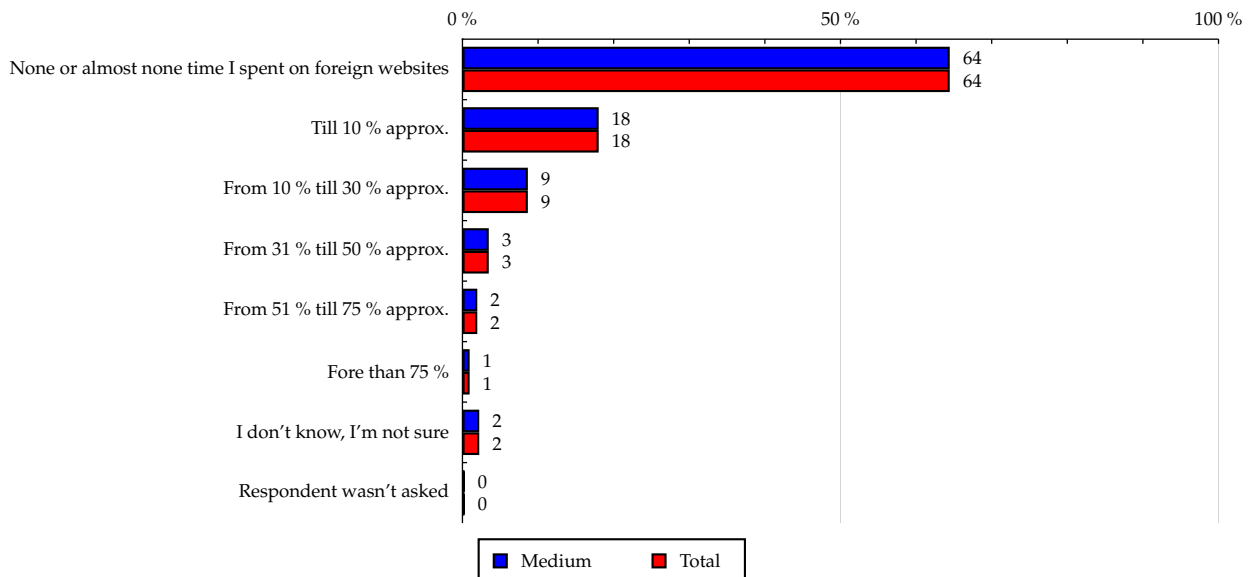
TOTAL

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	64.45	4 244 743	97.70	68.30	5 089 824 938	117 150.99	100.00	64.45	4 244 743	68.30	5 089 824 938
Till 10 % approx.	18.02	1 187 084	97.70	16.59	1 236 030 479	101 728.34	100.00	18.02	1 187 084	16.59	1 236 030 479
From 10 % till 30 % approx.	8.65	569 918	97.70	9.46	704 822 738	120 826.35	100.00	8.65	569 918	9.46	704 822 738
From 31 % till 50 % approx.	3.48	228 960	97.70	2.74	204 395 285	87 217.70	100.00	3.48	228 960	2.74	204 395 285
From 51 % till 75 % approx.	1.96	129 301	97.70	1.08	80 448 444	60 786.62	100.00	1.96	129 301	1.08	80 448 444
Fore than 75 %	0.95	62 734	97.70	0.53	39 586 975	61 651.15	100.00	0.95	62 734	0.53	39 586 975
I don't know, I'm not sure	2.22	146 074	97.70	1.16	86 788 281	58 047.00	100.00	2.22	146 074	1.16	86 788 281
Respondent wasn't asked	0.27	17 484	97.70	0.14	10 174 063	56 852.31	100.00	0.27	17 484	0.14	10 174 063

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

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



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